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# BROADCASTING

combined with

## Broadcast Advertising

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WASHINGTON, D. C.
DECEMBER 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
DEC 1 1934
LIBRARY


# WOR is FIRST in the Day-time Hours!

During the day-time hours, WOR provides programs that cover the full gamut of interests of the Metropolitanite woman—programs of such outstanding character, for example, as the Alfred W. McCann Pure Food Hour, which is now in its eighth successful season on the station.

**More and more, radio advertisers are finding that day time is sales time!**

**In the day-time hours they can *personalize* their products to women—the vital part of the radio audience which controls the spending of 85 per-cent of the family budget.**

**More and more, too, advertisers are finding that in Metropolitan New York, WOR is the favorite day time station with New York's great woman audience.**

**That is why you will find more advertisers using more day time at higher rates on WOR than on any other Metropolitan New York station!**

# WOR

Affiliated with Stations WLW of Cincinnati, WGN of Chicago, and WXYZ of Detroit, in the MUTUAL BROADCASTING SYSTEM—the Network that answers the need of the Advertiser for High Power, Effective Coverage of America's Major Markets at Lowest Cost.

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, N. J.


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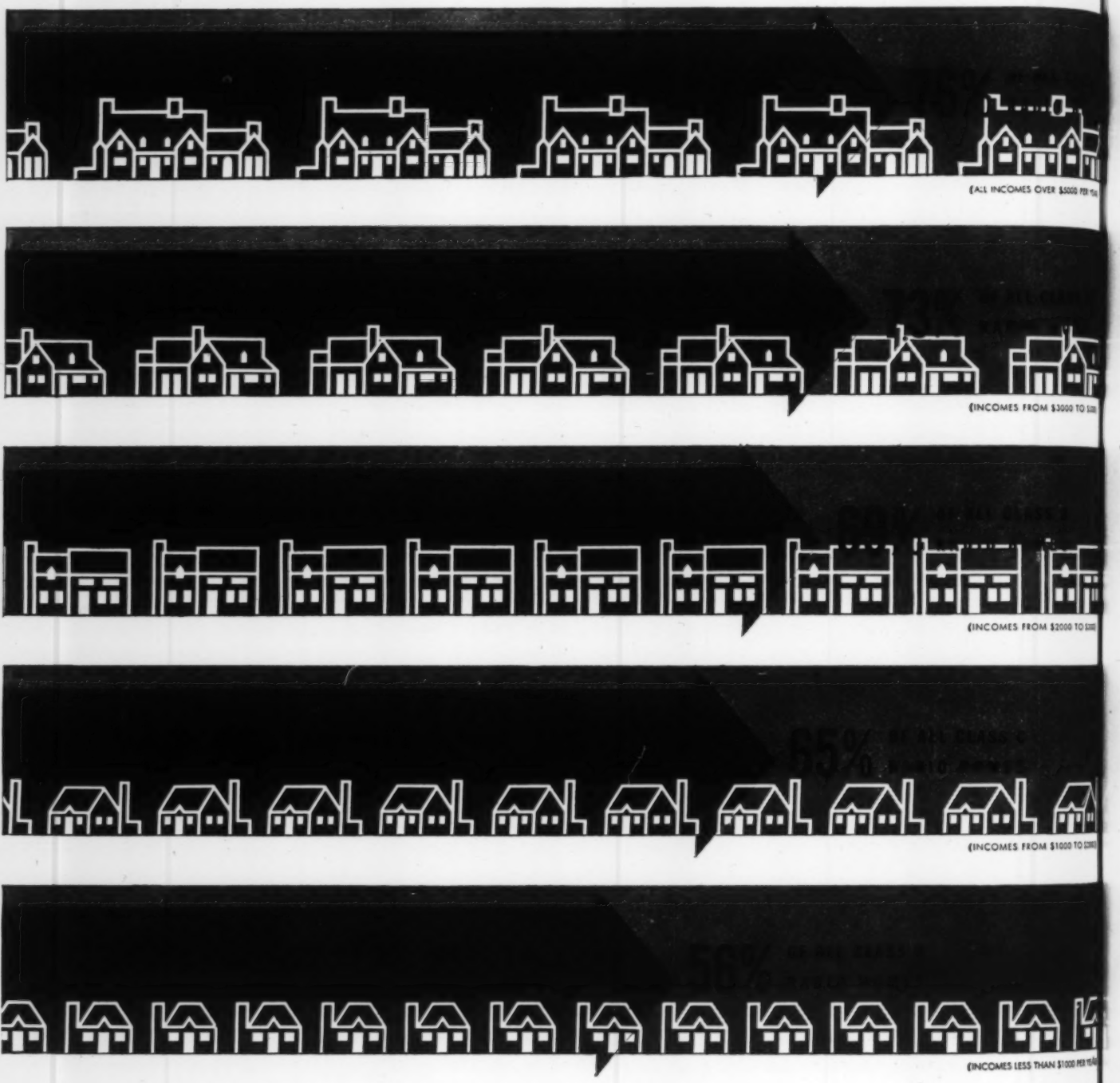
# ACTUAL LISTENERS REACHED BY THE CHESTERFIELD PROGR


(ALL INCOMES OVER $5000 PER YE
(INCOMES FROM $3000 TO $5
(INCOMES FROM $2000 TO $3
(INCOMES FROM $1000 TO $2
(INCOMES LESS THAN $1000 PER YEA

HOW big an audience can a program reach on a coast-to-coast network in a period of—say—three months of broadcasting? How high can it reach, in terms of income levels? If it hits the top (the upper economic strip of radio owning families), must it miss the bottom? If it hits the bottom, must it miss the top?

Odd, we thought, that no one had dug up any answers to these questions. Funny thing that so much emphasis was placed on the size of the audience of any program on a *single* broadcast—and so little emphasis *on the whole job* it does for its sponsor through a cycle of broadcasting.

The chart at the left, reprinted from "Ears and Incomes" (we hope you got your copy), gives a detailed answer to these questions for one of 70 sponsored programs on the Columbia Network: the Chesterfield Program. Translated into listeners, it means that the Chesterfield Program, in three months of broadcasting, was actually heard in:

| | |
|---|---|
| Homes with incomes of $5,000 or more, | 2,400,000 |
| Homes with incomes from $3,000-$5,000, | 2,750,000 |
| Homes with incomes from $2,000-$3,000, | 3,820,000 |
| Homes with incomes from $1,000-$2,000, | 2,550,000 |
| Homes with incomes less than $1,000, | 936,000 |
| A handsome total for Chesterfield of | 12,456,000 |

A real advertising job. But there's more to the story. Much more. You'll find it in the copy of "Ears and Incomes" (ask your secretary) which we sent to you recently.

# THE COLUMBIA BROADCASTING SYSTEM

**485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO**



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# "The client has spots on the mind, Mr. F&S"

**WHETHER you want spot announcements or full-hour programs, part of our job is to get you the time you want, *when* you want it.**

**We can't exactly perform miracles, but we can *try* darned hard . . . and if we say that what you want is available, you can absolutely *depend* on it.**

**When you come to us, we're representing *you* as well as the nineteen good stations on our list. Try us—and see.**

## FREE & SLEININGER, INC.

*Radio Station Representatives*

| NEW YORK | CHICAGO | DETROIT | DENVER | SAN FRANCISCO | LOS ANGELES | SEATTLE |
|---|---|---|---|---|---|---|
| Chrysler Building | 180 N. Michigan | General Motors Bldg. | Charles Building | Russ Building | C. of C. Bldg. | Stuart Building |
| Murray Hill 2-3030 | Franklin 6373 | Madison 1423 | Keystone 6028 | Sutter 5413 | Richmond 6184 | Elliott 6662 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| WHO DES MOINES<br>*NBC Basic Red Network* | 4,389,108* | WDAY FARGO<br>*NBC Northwestern Group* | 928,867* | WIND GARY—WJJD CHICAGO<br>*(WIND) CBS Supplementary Group* | 5,837,199* | KFWB LOS ANGELES<br>*Warner Bros. Movie Studios Station* | 2,200,000* |
| WGR-WKBW BUFFALO<br>*CBS Basic Network* | 1,544,828* | WKZO KALAMAZOO<br>*The Voice of Southwestern Michigan* | 346,406* | WTCN MINNEAPOLIS-ST. PAUL<br>*The Twin Cities Newspaper Station* | 2,137,792* | KOIN-KALE PORTLAND<br>*CBS Pacific Coast Group* | 692,457* |
| WHK CLEVELAND<br>*CBS Basic Network* | 2,069,345* | KMBC KANSAS CITY<br>*CBS Basic Network* | 1,394,581* | KOIL OMAHA-COUNCIL BLUFFS<br>*NBC Basic Blue Network* | 1,363,985* | KOL SEATTLE<br>*CBS Pacific Coast Group* | 832,156* |
| WAIU COLUMBUS<br>*Predominant in Central Ohio* | ...33,606* | KFAB LINCOLN-OMAHA<br>*CBS Northwestern Group* | 2,522,075* | WMBD PEORIA<br>*CBS Basic Supplementary Group* | 464,352* | KVI TACOMA<br>*CBS Pacific Coast Group* | 728,000* |
| WOC DAVENPORT<br>*CBS Basic Supplementary Group* | 300,000* | WAVE LOUISVILLE<br>*NBC Southcentral Group* | 925,717* | CKLW WINDSOR†<br>*(Detroit Trading Area)*<br>*CBS Basic Network* | 4,372,000* | | |

* Population of primary daytime coverage area. † Represented in Chicago and Middle West Territory only.

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BROADCASTING
and
Broadcast Advertising

Vol. 7 No. 11 WASHINGTON, D. C., DECEMBER 1, 1934 $3.00 A YEAR—15c A COPY

# ANA Prepares for Broadened Use of Radio

By J. FRANK BEATTY

## Advertisers at Annual Convention Concentrate Attention On Broadcasting and Join Movement for Audit Bureau

Mr. McIntire

CONVINCED that business is definitely headed toward better days, the Association of National Advertisers, meeting in Atlantic City Nov. 19-21, devoted much of its time in closed sessions to laying the groundwork for a more extended use of radio.

Out of the closed sessions held during the first day-and-a-half of the 25th annual convention came an expressed desire for more explicit facts on station coverage and a feeling among advertisers that the cost of talent, particularly big names, was becoming prohibitive. Also, some objection was voiced to paid program listings of the network headliners type. In addition, it was proposed that a clearing house for exchange of confidential data on talent costs, after contracts expire, be established.

The idea of a radio audit bureau, which had been proposed to ANA by the NAB at the Cincinnati convention in September, came out into the open when general sessions were held by the advertisers Nov. 20. Following up a vote taken at the first closed session of the convention Nov. 19, President Allyn B. McIntire, vice president of the Pepperell Manufacturing Co., announced that the ANA will make an exhaustive study of the radio coverage problem, augmenting the Crossley surveys, and predicted that broadcasters would help finance and direct the development of a radio audit bureau.

### Agency Compensation Report

ANOTHER highlight of the convention was the consideration, also in closed session, of agency compensation, with delegates shouting their approval of the report recently submitted to the ANA by Albert E. Haase, research specialist. In winding up the convention, President McIntire expressed his delight with the Haase criticism of fixed agency pay. No substitute for fixed compensation was offered, the feeling being that no one form could meet all situations and that advertisers should be free to deal with each situation as it arises.

Finally, President McIntire announced that the ANA plans to set up an advertising research foundation which will act in an advisory capacity and guide advertising research studies with the idea of bringing sellers of advertising service and materials into cooperation with buyers of advertising space.

Frank discussion of radio as an advertising medium took place at the secret meetings. Broadcasters, publishers and agencies were invited guests, starting with noon of the second day, but were excluded from the closed sessions which had been held prior to that time, with the exception of two agency representatives who gave addresses.

At the opening session on the morning of Nov. 20 the proposal was made that ANA set aside a fund, possibly about $3,500, for general research on copy testing, with radio included. During the afternoon group meetings covering various types of products were held, but in these radio was scarely mentioned.

### Radio Group Meeting

THE HIGH spot, from the radio standpoint, was reached at the radio group meeting on the night of the opening day. Despite the fact that advertisers had been hard at work both morning and afternoon, with scarcely time to eat, fully half of them appeared for the secret radio session and interest was intense. So that the discussion could be free and fearless, extra precautions were taken to keep out all except ANA members and no broadcasters, agency representatives or reporters were permitted to hear what went on behind closed doors.

As ANA members entered, they were given a list of topics for discussion, which had been prepared as suggestions. They were based on questions which members previously had submitted but opportunity was given to bring up other questions.

George W. Vos, manager of the Advertising Division of the Texas Co., acted as chairman and led the discussion.

### Officers of ANA

AT THE ANNUAL convention, the ANA re-elected its officers and made several changes in the board of directors. The officers are: Allyn B. McIntire, Pepperell Mfg. Co., president; Ralph F. Rogan, Procter & Gamble Co., W. B. Geissinger, California Fruit Growers Exchange and Turner Jones, Cocoa-Cola Co., vice presidents. Stuart Peabody, Borden Co., was reelected chairman of the board of directors. William A. Hart, E. I. Du Pont de Nemours & Co., Inc., was re-elected as director. Three new directors were named: Harold Thomas, Centaur Co.; Ralph Leavenworth, Westinghouse Electric & Mfg. Co., and A. O. Buckingham, Cluett, Peabody & Co., Inc.

The first question taken up was "What should advertisers do to get more information about station coverage?" In general, ANA members expressed a desire for additional data on coverage. Although the resolution adopted by the NAB at its convention had proposed cooperation with NAB and AAAA, this action was not brought out other than in passing mention. On the other hand, while ANA members for the most part were anxious to learn more about radio coverage, they appeared more interested in talent questions.

### Exchange of Talent Costs

A NUMBER of advertisers who use radio stated that they were enthusiastic about the medium but admitted that they would like to know more about its value. After several advertisers had suggested that no one present seemed to know much about radio coverage, Chairman Vos reminded them that much remains to be learned about outdoor advertising, despite the recent outdoor traffic survey, and added that, after all, outdoor advertising dates back to the days of Pompeii and is possibly the oldest medium of all, whereas radio is barely a decade old.

The coverage discussion more than often was diverted to the question of talent costs, several members protesting that they were much too high. Some felt that big names were not needed, but agreed that a good program was necessary to reach a large audience. So much interest was shown in talent costs, that the group expressed a desire for the creation of a clearing house for such data. Information about talent compensation, under this plan, would be freely submitted to the clearing house by advertisers—but after the contract had expired. No information would be given out except to ANA members, and then only upon specific request. Further, they would be expected to keep any such information confidential.

Some members deplored the bidding for talent, claiming that it has greatly increased the cost of performers. One advertiser using a costly program divulged that another concern recently had offered to pay five times as much for a particular artist in an effort to lure the artist to its own program.

Throughout the talk about an exchange of data on talent costs, members emphasized that the figures should be supplied voluntarily and that there should be absolutely no effort toward compulsion. Incidentally, suggestion was made that the figures be "actual" talent costs, and not fictional.

### Joint Uses of Media

THE COMPARATIVE value of direct and indirect advertising continuities was taken up briefly, but no particular agreement was noted on the subject.

Joint use of newspaper and radio copy was discussed briefly, a number of members finding such an arrangement effective. But definite opposition was evident to the network-headliner type of newspaper advertising. Here the objection was centered around the fact that any network program, costly or inexpensive, good or bad, got the same display, a situation that was described as unfair to advertisers using "big" programs.

Getting back to talent costs, one advertiser observed that he had been informed that $54,000,000 had been paid last year for time on the air and two to three times that much for talent. Then the discus-



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sion veered to types of programs which attract the largest audience. It was brought out that only a few advertisers can afford big names but several advertisers claimed that good programs would draw listeners, without big names.

As to the amount of advertising appropriations that should be allocated for time, talent and other items, no crystallization of thought was apparent, each advertiser having his own ideas on the subject. Nor was there any agreement on the methods advertisers use to determine the effectiveness of a program.

### Agree Radio Is Effective

NO PARTICULAR reaction was noted in the comparative value of studio and electrically transcribed programs. Briefly touched upon were children's programs, the problem of obtaining good time spots and the trends in radio entertainment.

Out of all the exchange of opinions, the members appeared, for the most part, satisfied that radio was an effective medium and that it promises to become more and more a fixture in advertising programs. Its sales value was generally recognized, with only a few definite objections to any use of the medium which came from a handful of advertisers who had tried radio with little success.

The big action was the vote in favor of asking the ANA board of directors to conduct an exhaustive study of radio coverage. Next in importance was the plan for an exchange of information on talent costs.

At the final closed session Nov. 20, Dr. George Gallup, of Young & Rubicam, Inc., New York agency, declared that present methods of measuring coverage are not entirely satisfactory. He asserted that neither the coincidental nor the signal-strength method is sufficient to give a reliable index of coverage.

### Measuring Coverage by Premiums

DR. GALLUP described a system he has developed by which premiums or other inducements are offered on a program. Under this method, he said, the station's coverage outside of the city in which it is located can be determined. Thus if a city in which there are 50,000 radio sets produces 500 requests for a premium, and 750 requests from outside the city, the ratio of 50,000 to 500 (100 to 1) is used as a coefficient. In other words, multiplying the number of outside responses, 750, by 100 gives a coverage of 75,000 sets outside the city.

He said that checks show that station rates based on the number of listeners, as determined by some methods, are entirely out of line, the differential sometimes running as high as 1,500 percent. Advertisers, he proposed, should buy coverage instead of time, since they may get 15 times as many listeners for the same amount of money, as revealed by actual tests.

Dr. Gallup is a member of the Cooperative Group on Radio, which includes three advertisers and two agency representatives.

With the conclusion of closed sessions, publishers, agency representatives and broadcasters were welcomed to the convention, described by Stuart Peabody, the Borden Co., chairman of the ANA board, at the open luncheon which followed as the most successful in ANA history. Present were 117 ANA members, 25 prospective members, and more than 150 guests.

**RADIO CONGRESSMAN—Karl Stefan, for a dozen years chief announcer of WJAG, Norfolk, Neb., on Jan. 3 will take his seat in the House as the first practical broadcaster ever elected to either branch of Congress. A Republican, he was elected Nov. 6 with an overwhelming majority over Rep. Edgar Howard, Democrat.**

### Speakers on Business

AFTER the open luncheon, W. M. Kiplinger, editor of the Kiplinger Washington letters, reviewed the business situation in the light of government opinion and pointed out that the government is inclined to encourage advertising as an implement of competition. He predicted a big jump in advertising in 1935, particularly in the home modernization field. Mr. Kiplinger also answered questions on the relation of government and business after concluding his prepared remarks.

Among other afternoon speakers was Bernard Lichtenberg, vice president of the Alexander Hamilton Institute, who discussed "The Government, the Consumer and the National Advertiser." He declared, in the course of his remarks, that the ANA expects and is willing to accept a food and drug bill from Congress but proposed that its provisions be specific rather than general. Otherwise, he explained, future administrators would have too much leeway, with crushing results on business likely to occur if sweeping rules were imposed.

Mr. Lichtenberg added that there was no objection to federal supervision under the Wallace-Tugwell-Campbell regime but reminded that unless provisions are set down in the bill in black and white, the future may bring undesirable control.

In his address Nov. 21, closing the convention, President McIntire traced the history of ANA and explained that now it is preparing to keep in line with the pickup in business. Reviewing the growth of research activity, he turned to radio and said:

"Back in 1930, as the result of an ANA report called "The Advertiser Looks at Radio," a number of advertisers determined to create a national system for rating radio programs. At meeting after meeting since that time you have heard of the work that has been done on that question. You are, no doubt, familiar with the fact that, although it was at first financed by advertisers, each succeeding year has brought an increasing number of agents in as financial supporters of it. Today 17 advertisers and 25 agents support it.

### Foundation For Radio Audits

"THIS VERY necessary undertaking, which has expanded so rapidly that within the last year it became necessary to establish a separate organization to run it—a non-profit organization legally called "The Cooperative Analysis of Broadcasting." The direction of this new organization, by the way, is now in the hands of a governing board of five members, three of whom are appointed by the President of the ANA and two of whom by the president of the AAAA.

"Thus, out of five years experience, we have laid a solid foundation for what may logically develop into an audit bureau for radio. As the scope of the work is extended, we fully expect that plans will soon be completed whereby the participation of broadcasting companies in helping to finance and direct the development toward that end will become practical."

Then Mr. McIntire lauded the Haase report on agency compensation and said it "will be of even greater help to advertising agents than to advertisers for, being a most practical document, it should certainly show them how to get more and more business from advertisers. Intelligently used, it should broaden the scope of agency service and increase income of agents."

As Mr. McIntire concluded his address, he announced the plan for an advertising research foundation, which would not engage in actual research, but be an advisory and guiding body. The goal is a "happier relation between buyer and seller of advertising." Specifically, he stated the objectives as:

1. Conceived in the interests of mutual cooperation between all established advertising factors.
2. Dedicated to the sound development of advertising and—through the establishment of better methods and practices—the furtherance of American business.
3. Designed to perform the function of directing, supervising, and guiding the work of those major researches which offer promise of providing results of greatest value to the greatest number.

Many ANA members, sounded out on the Haase report during the convention, stated that it merely brought out into the open practices which had been surrounded by a veil of secrecy.

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AFTER an illness of two months, Vlademar Jensen, pioneer radio station operator in New Orleans, died Nov. 19. He had operated WKBC for seven years, selling his interest to the *Baton Rouge State-Times* two years ago.

## Five Proposed Programs On Non-commercial Plan Cited by Code Authority

IN A SPECIAL bulletin to all broadcasting stations, dispatched Nov. 23, James W. Baldwin, executive officer of the Code Authority for the Radio Broadcasting Industry, called attention to proposed programs of three magazines and of two manufacturers which the Code Authority has classified as "commercials" but which were offered on non-payment bases and therefore construed as in violation of the trade practice provisions of the code.

Publications specified were *Cosmopolitan*, *American Magazine* and *Radio Guide*, weekly fan paper. The manufacturers' accounts were "Nomar" and United Remedies Co. In the latter case Mr. Baldwin asked that full information as to any contractural arrangements be submitted by stations. The *Cosmopolitan* proposal for exchange station time for advertising space in the magazine was declared by Mr. Baldwin as in violation of the free-time provision of the Code. He stated he had so informed Daniel Henderson, director of promotion of the publication. An audition of the "American Magazine Program" No. 1, he declared, revealed to him that it contains lines "of definite commercial value to the publication," and that he therefore directed stations and networks to refuse to broadcast the programs on a sustaining basis.

In additional bulletins issued Nov. 27, Mr. Baldwin declared that inquiries had been made as to whether the *Cosmopolitan* and *American Magazine* programs were open to local sponsorship. He ruled that this would be consistent with the code and is agreeable with the publishers.

In the case of the *Radio Guide* proposal that stations make announcements drawing attention to a contest conducted by that publication, Mr. Baldwin said it "by implication seeks to obtain free time." He asked the publication to cooperate in the stabilization of the rate structures of all stations and asserted that the most effective way to contribute to such stability "is for you to discontinue attempts like this one to gain free radio advertising."

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## Coco Cod's New Spots

CONTRACTS for one-minute WBS transcription announcements on five stations to be spotted mostly during periods of inclement weather, were awarded by Coco Cod Corp., Evanston, Ill. (Coco Cod Liver Oil) in November. The stations are KWK, St. Louis, one announcement daily, 52 times; KSTP, St. Paul, one daily, 52 times; WCFL, Chicago, two daily, 60 times; CKLW, Detroit-Windsor, one daily, 24 times, and WJJD, Chicago, two daily, 30 times. The Coco Cod account is handled by H. W. Kastor & Sons, Chicago.

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ALL HOME games of the Chicago Blackhawks of the National Hockey League are being carried this season exclusively by WGN, Chicago, with Bob Elson announcing.

# Sweeping Revision of Code Rates Pending

By SOL TAISHOFF

## Code Authority Approves Ban Against Combination Media Rates, Run-of-Schedule Time; Now Before the NRA

Mr. Shepard

DRASTIC revision of the trade practice provisions of the code of fair competition for the broadcasting industry, definitely affecting the rate structures of a majority of the stations, has been approved by the Code Authority for the Radio Broadcasting Industry and proposed amendments to this end now are pending before the NRA, with recommendations that they be confirmed.

Most important of the proposed new provisions are (1) outlawing of special discounts on station time when sold in combination with newspapers or other advertising media, which affects a substantial portion of the more than 100 newspaper-owned and operated stations, and (2) banning of so-called "run of schedule time" sales under which special discounts or rates are given for commercial broadcasts at irregular times not specified by the advertiser. Several other code amendments, in the main relating to purely industry matters, also have been submitted to NRA for approval, upon motion of the Code Authority.

### Text of Proposed Code Changes

PROPOSED new provisions in broadcasting industry code, now pending before NRA with Code Authority recommendations for approval, which would outlaw newspaper-radio combination rates and "run of schedule" rates:

"It shall be deemed an unfair practice under this code for any radio broadcasting station or network company to offer to give or to give a special discount on radio broadcasting facilities sold in combination with other advertising media."

"It shall be deemed an unfair practice under this code for any broadcasting station or network company to offer to give or to give a special discount or a special rate under what is commonly referred to as 'run of schedule time'."

#### Possible Protests

FOLLOWING NRA procedure, William P. Farnsworth, NRA deputy administrator in charge of the radio code, has made public notices asking all interested parties to show cause why the amendments should not receive NRA approval. All interested parties are given until Dec. 17 to fill objections to the changes.

These actions—the most important affecting trade practice provisions of the code since its promulgation last winter—were taken by the Code Authority at its meeting in Washington Nov. 15 and 16. The newspaper-radio rate resolution was based upon a resolution offered at the general code meeting held in Cincinnati Sept. 20, but that affecting "run of schedule" discounts, while a smouldering issue, had not been raised at the Cincinnati meeting.

Several other proposals made at the Cincinnati meeting affecting the relationship of stations with advertisers and agencies, including standardization of units of sale and merchandising practices did not receive final action.

Both of the major matters provoked widespread discussion, pro and con, at the recent NAB convention in Cincinnati, and during the general code meeting which followed. In many cases, newspapers operating stations allow an average 25 per cent discount on their radio rates for combination contracts covering both newspaper space and air time. Non-newspaper stations in the same markets generally have been bitterly critical of this practice, alleging that it is "rate-chiseling" of the worst order and definitely falls in the code category of unfair competition.

#### Common Practice

"RUN OF SCHEDULE" time sales, introduced several years ago, have become widespread among stations. The ordinary practice is to sell advertisers spots at discounts ranging up to one-third of the regular rate, with the proviso that such commercials will be broadcast at any time during the broadcast day. Actually, it has been contended, many stations agree "on the side" to place the commercials on the air at the same or approximately the same time each day.

At the code meeting Nov. 15 and 16 a score of matters affecting the conduct of the industry were considered. Aside from the two salient resolutions another rate item of far-reaching importance was given preliminary approval and then ordered submitted to the industry for vote as to whether NRA approval should be sought. The purpose of the proposal is to eliminate all so-called "special rates" for time, such as those given for broadcasts of more than an hour, like sponsored baseball games and other special events. Instead the proposal is that each rate, discount, rebate, refund and commission quoted on the station rate-card shall be in accord with the "standard units of sale" recommended by resolution at the last NAB convention.

#### Rate Provision

UPON MOTION by James W. Baldwin, Code executive officer, seconded by Frank M. Russell, NBC Washington vice president, it was agreed that should the participating members of the industry sanction the proposal, it will be submitted to NRA with the recommendation that it be adopted. Ballots were mailed to all stations on Nov. 23. The new special rate provision would read:

Each rate, discount, rebate, refund and commission quoted shall relate to what are regarded within the industry as standard units of sale. Quotations on any period of time not covered by the rate card shall be pro rata between the next shortest and next longest unit covered by said rate card. Quotations for units greater than one hour shall be furnished by supplying multipliers applicable to the one-hour rate. Example: 1¼ hours, 1.16 of the hour rate; 1½ hours, 1.32 of the hour rate; 1¾ hours, 1.46 of the hour rate; 2 hours, 1.6 of the hour rate, etc. These must be published on the rate card for not less than three hours in multiples of quarter hours. Each rate card shall be identified with a number and effective date. In cases where more than one rate is provided and these are displayed on separate cards each rate card shall contain a reference to the other and each rate card shall describe clearly the users of radio facilities entitled to each rate. In cases where regular rates are not applied to participating programs, special events, sports events, time signals, weather reports, religious and political programs, the rates charged for these program must be clearly shown on the rate card.

#### Had Been Delayed

THE CODE Authority meeting was held after three postponements caused by illness of members. Absent were M. R. Runyon, CBS treasurer and Isaac Z. Buckwalter, WGAL, Lancaster, both of whom were ill. In addition to Chairman John Shepard, 3rd, Yankee Network, Executive Officer Baldwin and Mr. Russell, others who participated were John Elmer, WCBM, Baltimore; Alfred J. McCosker, WOR, Newark; James Kiernan, WLWL, New York; Edward N. Nockels, WCFL, Chicago, and NRA Deputy Administrator Farnsworth, as government representative.

Minutes of the Nov. 15 session revealed that Mr. Nockels, one of the legislative representatives for the American Federation of Labor, led the discussion prior to adoption of the newspaper-radio combination rate resolution. He said that, as general manager of WCFL, he had experienced "considerable grief in the way of unfair competition from newspaper-owned, controlled or affiliated stations as the result of practices similar to the one complained of." He added that he heartily concurred "in every possible effort to thwart the chiseling schemes of newspapers and other publications." The motion for passage of the resolution carried by a vote of 7 to 0.

In the case of the proposed "Run of Schedule" rate ban, Mr. Elmer proposed adoption of the amendment, and was seconded by Mr. Nockels. This likewise was carried by unanimous vote.

On the question of merchandising services by stations for advertisers, and the extent to which such service should be given gratis, Mr. Elmer proposed that it be laid on the table until the next meeting, thus far unscheduled. The motion carried unanimously.

#### Rejected Proposals

GETTING INTO purely intra-industry matters, the code board voted down, 6 to 1, the proposal made at the Cincinnati meeting by Stanley Hubbard, KSTP, St. Paul, that broadcasters representing the West, Middlewest and Southwest be appointed members of the Code Authority to give it more equal representation. Mr. Nockels proposed disagreement on the ground that the present membership was representative of all classes of stations and that the persons selected reside in sufficient proximity to Washington as to permit the speedy call of meetings at minimum expense.

Rejected for want of a second was a motion by Mr. Kiernan that the Code Authority recommend to NRA that hours of labor for broadcast technicians be reduced from 48 to 35 per week without reduction in the present weekly wages. Lost in the same way was the proposal of Mr. Nockels that local or regional code enforcement committees representing each station in an area be set up to report on code violations.

The agitated questions relating to artists and radio performers to ascertain whether they are entitled to minimum wage scales and stipulated working hours and to determine whether studio audiences are unfairly competitive with the theatre, also came in for considerable discussion. It was finally agreed to accept the modified form of questionnaire relating to artists and performers offered by Deputy Administrator Farnsworth, and to proceed promptly on this investigation, pursuant to the terms of the code, which requires a study into the feasibility of setting up wage and hour provisions for such employes. Sitting with the Code Board during this discussion was Miss Emily Holt, representing artists and performers. Favorable action was taken after amend-

(*Continued on page* 43)

# Hearst Interests Buy WBAL And Seek More Radio Outlets

## Plans of Publisher to Have Station With Every Newspaper Are Gradually Approaching Fruition

RADIO PLANS of the Hearst newspaper enterprises providing for a radio outlet in every city in which Hearst newspapers are published were brought one step nearer to fruition with the acquisition of WBAL, Baltimore, for operation in conjunction with the *Baltimore News & American*. It is the sixth station on the Hearst list, but the organization almost simultaneously loses KYW, Chicago, which again will bring the number of Hearst operated stations down to five unless a new Chicago outlet is obtained.

From sources close to William Randolph Hearst it was stated unqualifiedly that he has no intention of establishing a network of any character, and that his sole object in acquiring stations is that of local newspaper-radio tieups, in which he has full confidence. For the last three years, it was said, officials of Hearst Enterprises have been contacting stations in most cities in which Hearst newspapers are published, and the plan still is to acquire outlets whenever satisfactory financial arrangements can be made.

### Long Negotiating

SALE OF WBAL to the Hearst organization culminated more than two years of intermittent negotiations. The deal finally was closed Nov. 9 between officials of the Consolidated Gas, Electric Light & Power Co. and Thomas White, general manager of Hearst Enterprises. The purchase price has been variously estimated as between $200,000 and $500,000, payments extending over a period of years.

The sale becomes effective Dec. 1, with the new staff taking over about Jan. 1. No announcement yet has been made regarding the new management of the station. One report was that Homer Hogan, general manager of KYW, and with the Hearst organization for many years, will transfer to the Baltimore station upon cessation of the KYW operation in Chicago Dec. 2.

For several months prior to the Hearst purchase, negotiations were in progress for disposal of WBAL to the *Baltimore Sun*, influential newspaper which at present has no station affiliation. Regularly assigned to the 1060 kc. clear channel one-half time, with 10,000 watts, sharing time with WTIC, Hartford, WBAL now is operating full-time under an experimental license calling for split-schedule operation. During specified evening hours it synchronizes with WJZ, New York Blue network key on the 760 kc. channel, operating the remainder of the time on 1060 kc.

### Former Options

ABOUT A YEAR AGO, the Hearst organization, through local publishers, acquired options on a half-dozen stations, none of which was exercised. Stations now owned and operated by the organization are WINS, New York; WCAE, Pittsburgh; WISN, Milwaukee, and KYA, San Francisco; besides WBAL. KYW for a number of years was operated under lease from Westinghouse; but the station moves to Philadelphia as an NBC-WEAF outlet effective Dec. 3. While repeated efforts have been made to align another Chicago station as a Hearst outlet, no such arrangement had been announced as BROADCASTING went to press, and notice had been given all employes, save Mr. Hogan, of their release.

Frederick R. Huber, general manager of WBAL since its establishment nine years ago, it is understood, will leave the station. Whether other personnel will be retained has not been learned. The WBAL staff was informed of the sale on Nov. 12.

Reports that Hearst proposes to establish his own network, according to qualified officials of that organization, may be attributed to the zeal of certain local publishers of Hearst newspapers. The only plan Mr. Hearst himself has in mind, it was declared, is that of acquiring stations for affiliation with newspapers to safeguard them economically, and also because he believes that the future of journalism lies in radio.

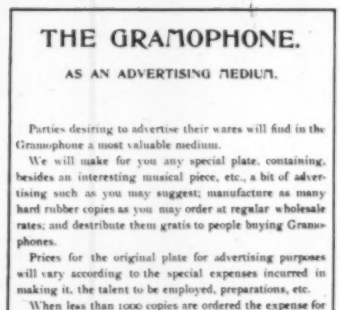
### California Plans

ANOTHER STATION acquisition sought by the Hearst organization is that of KELW, Burbank, Cal., and KTM, Los Angeles, now sharing time on the choice 780 kc. channel, which he proposes to establish as a full-time Los Angeles outlet. Arrangements to purchase these stations were made, but they became embroiled in litigation before the old Federal Radio Commission and still is pending in the courts.

Preliminary negotiations regarding station purchases or affiliations, it is pointed out, for the most part are carried on by the local newspaper publishers. How many now are being carried on could not be ascertained, but it was said that conversations, at least, are in more or less constant progress in key cities. Since large scale negotiations and purchase of options were carried on three years ago, the Hearst organization and many other newspaper enterprises have felt the effects of depressed business, with the result that options were permitted to expire and other negotiations were delayed.

## CBS Promotes Willis

FREDERIC A. WILLIS, educational director of CBS, in charge of educational, religious and other public service programs, has been named assistant to the president by William S. Paley, CBS president. He will continue in charge of educational programs in addition to his new duties.



THE GRAMOPHONE.

AS AN ADVERTISING MEDIUM.

Parties desiring to advertise their wares will find in the Gramophone a most valuable medium.

We will make for you any special plate, containing, besides an interesting musical piece, etc., a bit of advertising such as you may suggest; manufacture as many hard rubber copies as you may order at regular wholesale rates; and destribute them gratis to people buying Gramophones.

Prices for the original plate for advertising purposes will vary according to the special expenses incurred in making it, the talent to be employed, preparations, etc.

When less than 1000 copies are ordered the expense for making the matrix or press form (about $10.) will be added.

Nobody will refuse to listen to a fine song or concert piece, or an oration—even if interrupted by the modest remark: **"Tartar's Baking Powder is the Best,"** or **"Wash the Baby with Orange Soap,"** etc.

THE UNITED STATES GRAMOPHONE CO.,
1410 Pennsylvania Ave., N. W.,
Washington, D. C.

### Advertising in the '90s

LONG before voices were flashed through the ether by broadcasting stations the idea of using the reproduced voice as an advertising medium had been conceived. It was back in the 1890's, when phonographs were just taking hold of the public imagination, that a Washington, D. C., maker of phonograph records decided here was a chance to put over a new advertising medium, and maybe make some money out of it. The original advertising folder sent out by the concern now is on display in the Smithsonian Institution, among the collection of pioneer phonographs. The idea was for advertisers to distribute records in which the entertainment would be interrupted by a "modest" commercial announcement. The original folder is reproduced here.

## Newspapers in Control Of Both Dayton Stations

A CORPORATE alliance between WSMK, Dayton, O., and the *Dayton Herald & Journal*, effected Nov. 2, has been announced by that newspaper and by Stanley M. Krohn, Jr., owner and manager of the station. The details of the deal were not made public. New studios are being constructed, and Mr. Krohn remains as president and managing director of the station, which is now being identified as "the Journal-Herald station."

The newspaper-radio tie-up follows close upon the announced purchase of WLBW, Erie, Pa., by former Gov. James M. Cox, publisher of the *Dayton Daily News*, who will move the station into Dayton before the end of this year. Dayton's two stations will thus be directly affiliated with the city's rival newspaper organizations.

## New Orleans Election

FOR THE FIRST time in many years the New Orleans newspapers, long bitter opponents of radio, extended the hand of fellowship to various broadcasting stations by tendering them all election returns on Nov. 6 as soon as they were available. All stations accepted the offer and broadcast the returns hourly until time to "sign off."

## Surveys to Begin Of Clear Channels

### Automatic Recorders to Show Station Reception Patterns

CONCRETE plans for the exhaustive study of clear channels to ascertain the service rendered by high-power stations on exclusive waves to listeners remote from local stations were laid at the second conference called by the Engineering Department of the FCC Nov. 23 and attended by more than a score of engineers and lawyers representing leading stations and networks.

Adopting suggestions made by Andrew D. Ring, assistant chief engineer of the FCC that automatic recorders be placed at strategic locations throughout the country to record signal strength patterns of stations at particular localities, the conference decided also to coordinate their activity through the NAB. J. C. McNary, technical director of the NAB, will serve as the contact of the cooperating stations with the FCC. All of the studies, however, will be made under the direct supervision of Dr. C. B. Jolliffe, FCC chief engineer, and Mr. Ring.

### Eight Recorders

IT WAS AGREED that eight automatic recorders will be placed at each of nine locations, tentatively selected, with the equipment and personnel in most instances to be provided by the stations themselves. Expense incurred under the plan will be pro-rated among the cooperating stations. The locations tentatively designated for the automatic recorders are Boston, New York, Washington, Chicago, Dallas, Grand Island, Neb., Denver, Los Angeles and Seattle.

By agreement coordinators for each of the five zones were named, and will have the function of arranging the studies in each zone. Named for the First Zone was C. W. Horn, NBC general engineer; Second Zone, Joseph A. Chambers, technical supervisor, WLW; Third Zone, John H. DeWitt, Jr., chief engineer, WSM; Fourth Zone, Carl J. Meyers, chief engineer WGN, and for the Fifth Zone, a committee consisting of Louis G. Caldwell, chairman; Duke M. Patrick and George S. Smith, attorneys representing stations in these zones.

The study is being made pursuant to the action of the FCC last October, authorizing such a study preparatory to declaration of future policy with respect to clear channels, 40 of which were set aside in 1928 for exclusive use of high-power stations during evening hours, but nine of which have been "broken down" since. It is hoped to complete technical aspects of the survey by next April. The scope and purpose of the complete survey was described in the Nov. 15 issue of BROADCASTING.

## Mojave Tea's Plans

MOJAVE INDIAN TRADING Co., Los Angeles (Mojave Indian Tea), following a test campaign on KNX, Hollywood, expects to take time on mid-western and eastern stations by the beginning of 1935. Fred Wesley, Inc., Los Angeles agency, handles the account.

# Admiral Byrd—Grape-Nuts Supersalesman

By FRANK SMITH
Associate Advertising Manager, General Foods Corp., New York

## Without Benefit of Office Contacts, He Swings Upward The Sales Curve With Aid of Merchandising Tie-ins

ADMIRAL BYRD has spoiled another dandy theory.

His latest challenge to traditional belief has not involved the use of aviation equipment in polar exploration, nor the defining of Antarctic coast lines, but the business of selling merchandise.

For although the intrepid adventurer is now more than 10,000 ice-locked miles to the south of us—badly out of contact with his market, the grocery trade, and his associates back here who have the job of increasing Grape-Nuts sales—he has earned and justifiably deserves the citation: Grape-Nuts Salesman Extraordinary. In short, that rule about the good salesman living with his prospects doesn't always hold good—if you happen to have a salesman like Admiral Byrd.

**IN LITTLE AMERICA—Broadcasting equipment being unloaded in the snowbound Antarctic. This transmitter originates programs for an audience 11,000 miles away. Charles J. V. Murphy, CBS communications chief for the expedition and chief broadcaster, second from left.**

### Popular from the Start

AN INSIGHT into the progress Grape-Nuts has made since Admiral Byrd and his expedition went on the air in this product's behalf—November, 1933—will readily explain why the admiral has merited such a high rating as a sales impresario in the opinion of General Foods.

From the start, the broadcasts "caught on" in a big way. Thousands of letters began pouring in declaring a new allegiance for the product. Thousands of requests were received daily in response to the premium offer — a six-color map of the Antarctic, measuring 18 by 24 inches, in exchange for two tops from Grape-Nuts packages. No spectacular gain showed up in case sales figures the first 60 days, but a general reduction in stocks in 300,000 retail grocery stores soon accelerated buying by the wholesale trade. As a result of this steadily growing interest and purchasing on the part of the consumer, Grape-Nuts this year has turned in a healthy nine months' gain over the same period of 1933.

Sales success, to a certain degree, would probably have resulted from the Byrd expedition broadcasts even had the job ended with merely the airing of the program on the 61 Columbia stations which carry it. But it is unlikely that such a decided upward trend could have been made possible without the strong *merchandising effort* which has been put behind the program by General Foods' sales and advertising staff, both at headquarters and in the field.

There were three groups that the program had to be sold to, and sold hard, if the program was to pay out its full potential dividend. For the Byrd broadcasts called for the expenditure of the greater part of every Grape-Nuts advertising dollar!

What was done in this direction, how these three major activities were accomplished, really is the reason for this article, as requested by the publishers of BROADCASTING. Unfortunately, we'll just have to skim the surface, leaving many details untold, for we have been limited to a telling of 1,000 words.

### Started With Own People

BELIEVING that merchandising, like charity, begins at home, the first Byrd promotion was directed to General Foods' division and district sales executives, salesmen, office and factory employes, and stockholders.

Following the dictates of good showmanship, announcement of the broadcasts was withheld until a most propitious moment. A little more than a month before the series was to begin, General Foods held a national meeting of its executives, field force, and factory heads in Chicago. At this meeting the story of the Byrd broadcast was effectively dramatized. Every man left Chicago enthusiastic over the program's possibilities and began spreading the news with a vengeance.

Hardly had the echoes of that first reception of the news died away before the organization was given the complete details in front-page, illustrated stories in the company's two publications. Subsequent issues carried follow-up material—and continue to do so.

A special four-page publication, appropriatly clothed in tabloid format because of the news nature of the event it publicized, was issued for the information and use of the salesmen. Every phase of the broadcast and the way to merchandise it to the grocery trade was covered. Illustrations included news pictures pertinent to the expedition and the broadcast, and the materials that were to be available for store use.

### An Enthusiastic Build-up

A PERSONAL letter, written by Clarence Francis, executive vice president, to the company's 26 district sales managers from Washington, where he was then serving as the food industry's advisor to the NRA, urged the whole-hearted support of this important group and outlined plans for their part in assuring successful promotion of the program in the field. Carl Whiteman, vice president in charge of sales planning and operations, followed this up with a letter and a cabinet photograph of Admiral Byrd, which the admiral had autographed with a message appealing for teamwork. Later—New Year's day to be exact — every district manager received a radiogram from Admiral Byrd, then nearing Little America, wishing them a prosperous New Year and calling for their continued cooperation.

Special illustrated posters, copies of radiograms, and proofs of mat releases were — and still are — posted on bulletin boards at the company's headquarters, division and district offices, and in its factories. Illustrated inserts were distributed in all factory pay envelopes a week before the broadcasts started. Two mailings went to stockholders. The first announce-

(*Continued on page* 41)

**WINDOW DISPLAY—Here is a closeup of a display in the Boston Store, Chicago, used in connection with the Byrd Antartic Expedition programs.**

# Let Children Choose Program Parents Told by Symposium

## Child Study Group Plans Clearing House to Exchange Facts on Programs for Young

GENERAL criticism of parents for their tendency to interfere too much with their children's listening habits, and for assuming that what they personally do not like must necessarily be bad for children, was voiced at a symposium held under the auspices of the Child Study Association of America, in New York Nov. 19. In comparison with the strictures levelled at parents by the various speakers, the radio industry came through with very little criticism of the programs it offers for the younger members of the audience.

The symposium followed a luncheon in the Waldorf-Astoria, and was attended by 300 people, Mrs. Everett Dean Martin presiding.

Dr. Sigmund Spaeth, author, lecturer and music critic, and himself a broadcaster for adult audiences, summed up his views in the following crisp sentences:

"Their (children's) natural inclinations run towards fairly obvious music, slap-stick comedians and crime and detective stories. All of these inclinations could be guided to some extent, but it is difficult to break them down, and almost impossible to substitute something which carries the label of education or uplift."

### Mystery Programs

INSTEAD of attempting to force this type of program down the children's ears, Dr. Spaeth declared that the real problem of radio today "is to make these educational programs sufficiently entertaining to people—to children as well as adults—and at the same time to develop the undercurrent of helpful and interesting information or significant basic ideas in connection with programs whose intention is merely that of entertainment.

"Both of these ideals have been proved possible, and in the long run children will react to the same materials and the same psychology as adults. The greatest mistake is to talk down to children and to treat them as though they had no minds of their own."

Mystery programs were defended by Franklin Dunham, director of educational programs for NBC: "Every healthy child enjoys mystery, it is the best possible mental exercise. It broadens his horizon of life—it captivates him and holds his attention—its art of suspense is life itself. He is always anxious to know what is going to happen next."

### Psychological Angles

AS DIRECTOR of the Child Study Association, Mrs. Sidonie Matsner Gruenberg, gave confirmatory evidence of the fact that children naturally lean to mystery and adventure stories, and suggested a psychological basis for believing that this type of entertainment is necessary to the development of their experience. "It is especially significant," she said, "that children generally pick as favorites the very programs which parents as a whole view with special concern—the thriller, the mystery, the low comedy and the melodrama."

"Psychological studies, as well as the insight of competent observers, suggest that the exciting adventure programs, which leave the child trembling, but demanding more, may satisfy some corresponding need within the child, due to his stage of development, the gaps in his experience, or his particular temperament. Children themselves give unmistakable testimony of this need, this profound need of children for vicarious experience and adventure of many kinds, not all of which seem reasonable to the adult mind, cannot be ignored in any effort to improve the radio.

### Child vs. Parent

"IT TOO OFTEN happens that when groups of parents become indignant over the shortcomings of current broadcasting, they ignore these deeper drives which come from within the child himself. Then their effort to 'clean up' the radio is likely to defeat its own ends. We shall gain nothing by resorting to a censorship which is just as objectionable as the thing it seeks to suppress.

"Broadcasters are left particularly at sea because parents as a whole are much quicker to make known their objections than their approvals. Broadcasters sometimes remove a feature generally understood to be acceptable to parents, but they report that its disappearance from the air brings no com-

(*Continued on page* 40)

### Thanking Mr. Ford

"AND I want to thank you, Mr. Ford, for the splendid description of the game you gave. Your voice came through perfectly." That letter from a gracious Arkansas lady who listened to the Ford broadcasts of the world series was quite a surprise to the agency, N. W. Ayer & Son and to the automobile magnate, who refrains from broadcasting on all his sponsored periods let alone any play-by-play announcing. The listener's confusion apparently arose from the fact that Ford Bond was one of the announcers covering the series.

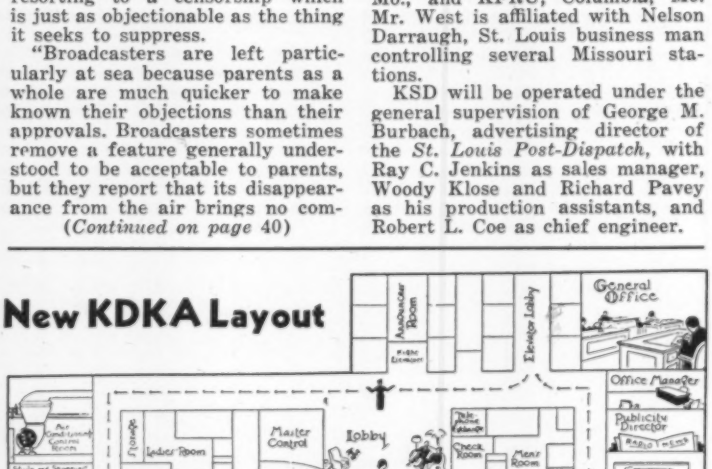
## KSD Manager Resigns To Start New Service

Mr. West

WILLIAM H. WEST, for the last two years manager of KSD, St. Louis, and before that head of KMOX, St. Louis, has resigned, effective Dec. 1, to establish his own office at 530 Mayfair Hotel, St. Louis, as technical consultant on engineering and management. His clients include KSD, KWTO-KGBX, Springfield, Mo., and KFRU, Columbia, Mo. Mr. West is affiliated with Nelson Darraugh, St. Louis business man controlling several Missouri stations.

KSD will be operated under the general supervision of George M. Burbach, advertising director of the *St. Louis Post-Dispatch*, with Ray C. Jenkins as sales manager, Woody Klose and Richard Pavey as his production assistants, and Robert L. Coe as chief engineer.

## New KDKA Layout




A MINIATURE "Radio City" now houses the studios and offices of KDKA, Pittsburgh, credited as the world's first broadcasting station. Formally dedicated Nov. 2, the new headquarters of KDKA occupy 17,000 square feet on the entire third floor of the Grant Building. There are five studios, with individual control booths for each; two observation rooms for guests and visitors; a client's audition room; master control room; executive and staff offices; home forum test kitchen; air conditioning room; lobby, reception room.

## Jacques N. Cartier On Canadian Board

### Radio Pioneer Is Named to Fill Vacancy Existing on CRC

JACQUES N. CARTIER, Montreal, formerly with CKAC, and a pioneer radio man in the Dominion, has just been appointed by Hon. Alfred Duranleau, Minister of Marine, to fill the vacancy on the Canadian Radio Commission. Mr. Cartier, said to be a lineal descendant of Jacques Cartier who 400 years ago discovered Canada, replaces Thomas Maher who resigned in August as vice chairman of the Commission, and will probably take over the program direction activities of the Commission.

Mr. Cartier has been connected with radio since 1908 when he joined the Marconi Wireless Telegraph Co., and was operator at the then new coastal station at Cape Sable, Nova Scotia. In 1909 he was transferred to the New York office, and there with David Sarnoff, installed Wanamaker's radio stations on top of the New York and Philadelphia stores.

He operated on various liners in different parts of the world for some years, was connected with the DeForest Company of New York and the Telefunken Wireless Company, then with Commodore E. C. Benedict, the then rubber king, and sailed with him as wireless expert on the yacht *Alvina* to the rubber plantations on the Amazon River where wireless stations were used to keep in touch with the plantations.

### War Experience

NEWSPAPER work was Mr. Cartier's next field, and when the war broke out he served overseas as wireless operator and with the Intelligence Service. After the war newspaper and radio work in New York occupied his time, and in 1922 he went to Montreal when *La Presse* opened CKAC and Jacques Cartier was the first director and announcer to be heard in two languages on this continent. While with CKAC he was heard in 1927 in England by W. S. Stevenson, a radio dealer in London, who shipped him the receiver on which the first Canadian voice on regular broadcast channels was heard in England.

In 1925 Mr. Cartier was elected first president of the Canadian Broadcasters' Association. In 1927 he was heard around the world when he acted as French announcer on the Canadian Diamond Jubilee broadcast which linked up every Canadian station and WWJ in Detroit, then the largest hook-up in history, which was sent out on Marconi beam short wave stations as well. Since that time he has been connected with newspaper work, as organizer for the Conservative party in Quebec and public relations counsel.

## Rosenblatt Promoted

SOL A. ROSENBLATT, division administrator of NRA in charge of amusement industry codes, including that of the broadcasting industry, on Nov. 21 was appointed director of field administration and enforcement, in addition to his present duties.

# Four-fifths of Radios Used In Daytime

## CBS Survey Analyzes Day Audience by Income Groups; Traces Listening Habits and Ownership of Sets

By GILBERT CANT

**BY PRIOR ESTIMATES, the daytime audience has been estimated at not much more than 60 percent, at best, of the evening listening group. In a new survey, which takes into consideration the various income classes, Dr. Daniel O. Starch finds that 78 percent of radio owners use their sets during the day. More than 80,000 personal interviews were made in cities, towns and villages down to 2,500 population. This is the first time the daytime audience has been analyzed by income levels.**

FROM A SURVEY throughout the United States in which more than 80,000 personal interviewers were made by investigators for Dr. Daniel O. Starch, consulting economist, it has been found that 78 percent of radio owners use their sets during the day. This figure is more than one-fourth more than the previous highest estimate, based on telephone surveys.

This striking fact is contained in a new publication of the CBS sales promotion department. The booklet also contains the first published data showing the comparative use of radio sets during the day by families in the different income levels.

### Rich and Poor

NEITHER Dr. Starch's survey nor those conducted by the telephone method embrace many farmers. The former, however, covered homes in cities, towns and hamlets down to 2,500 population. "Every one of these interviews," says the booklet, "was a bona fide tete-a-tete. Sometimes Dr. Starch's associates were offered tea while they asked questions in Louis Quinze living-rooms—sometimes they gossiped in the backyard with Mrs. Jones while she hung out the wash."

The personal call method obviously reaches a greater proportion of the people of the United States than the telephone check, since there are but 17,000,000 telephone subscribers in the country, it is explained. Many of these are office connections, and the home subscribers tend to be grouped in the higher income brackets, even though they are certainly not confined to the highest.

The majority of interviews lasted half an hour, and made it possible to ascertain the income group to which each home-owner belonged—which is not possible on the telephone.

In considering the following figures, it should be borne in mind that farm homes are excluded.

### Points Covered

SIX POINTS on which information was sought are covered in the publication:

1. How long they listen to their radio sets in upper-income, middle-income, and lower-income homes.
2. How many of them listen every day. How many of them listen every morning and afternoon (from 6 a. m. to 6 p. m.).
3. How far up and how far down radio ownership has reached since the 1930 census, in terms of income levels.
4. How many years the habit of radio listening has been growing in each economic stratum of the U. S.
5. Does ownership of more than one radio per home follow the curve of annual family earning power?
6. How many home-radio owners also have automobile radios? Are these found only in upper-income levels?

For the purposes of this study, incomes were divided into three groups: Those over $5,000, embracing 3,420,000 families with 34.7% of the country's purchasing power; middle-income classes, from $2,000 to $5,000, representing 13,140,000 families and 47.1% of the purchasing power; and lower-income classes, with less than $2,000, which covers 13,440,000 families who have 18.2% of U. S. buying power.

### How They Listen

THE DIFFERENCE that had been supposed to exist between the daily listening habits of people in different income groups was found to be smaller than the lowest estimates. The average length of time for radio sets to be tuned, regardless of family income, was four hours and 25 minutes. The higher-income level was shown to listen four hours and 16 minutes, the medium-income class four hours and 27 minutes, and the lower-income group four hours and 28 minutes.

The above figures relate to listening hours in a full 24-hour period. On regularity of listening, the results were even more surprising. The first income group used the radio in 76.7% of cases; the medium and lower income groups both tallied 78.3%, giving a combined figure of 78% for all radio owners. It had been expected that there would be a more pronounced difference between income groups, since in the higher brackets the radio competes with all the other diversions which the family's resources make available, and these are admittedly more numerous than those to which the "forgotten man" can turn.

There was a more pronounced differential in the case of daytime listening, however, but even in this case it was less than many observers expected. Before 6 p. m., the radio is turned on in 50.9% of higher-income homes; 54.3% of middle-income homes; and 56.8% of lower-income homes. If farm homes bear out these proportions, the figures would indicate that there are 14,000,000 radios turned on every day, and that 10,000,000 of these are in use during daylight hours, when the advertiser gets the benefit of the half-rate.

Replies given to interviewers suggested that the percentage of radio ownership varies from 84.9% in the lower-income levels to 97.8% in the higher level, and is on an average 90.9% of the entire population. This conflicts with the 65% estimate of the Census Bureau, and Dr. Starch points out two reasons for this: First, that farm homes, not covered in this survey, are less often radio-equipped than others; second, that many indications point to the conclusion that the estimates of radio ownership based on the census figures are all too low.

It was found that a radio set (not necessarily the same set) has been owned for an average period of 5½ years in all homes, the figure breaking down to 7.6 years in upper-income groups, 5.6 years in the middle, and 4.4 years in the lower-income classifications.

Fourteen and one-half per cent of all radio owners gave evidence of owning more than one radio. In the upper level, the figure was 34.4%; in the middle class, 13.8%; and in the lower, 5.2%, for a mean of 14.5%.

Almost the same percentages—actually a little higher—show the relative ownership of automobile radios in relation to ownership of home radios. The total of 15.8% would indicate that there are already 2,000,000 mobile sets in use. This is considered high, having regard to other available figures, and is accepted with reservations by the compilers of the study.

A summary of all the findings, giving figures for the six income groups recognized by Dr. Starch instead of for the three general classifications used for the broad outlines of the study, appears in the table herewith.

## New Disc Series

NATIONAL INDUSTRIAL COUNCIL, the business recovery unit set up by the National Association of Manufacturers, has placed a series of nine 15-minute transcriptions, open for local sponsorship, upon 127 stations, to start Dec. 1. Stressing business recovery, the transcriptions carry no obligatory credit line. They were produced by World Broadcasting System.

## CWA Radio Census Found Inadequate

WHOLLY incomplete and virtually useless data, insofar as broadcasting is concerned, resulted from the Civil Works Administration's census of American business, it is learned at the Census Bureau, Department of Commerce. As a part of this study, undertaken primarily to provide employment for a "white collar" men, enumerators hired by the CWA were instructed to query radio stations as to their business during 1933, but misinterpretations of instructions and other evident complications produced data so obviously inadequate that the Census Bureau decided to withhold its publication as "official" figures but has it available for whatever use it may be to the industry.

The census of American business was undertaken during the first four months of the year under funds provided by CWA. It covered retail and wholesale trade along with service and amusement industries and hotels. Broadcasting was classified as in the service group, and enumerators were instructed to procure revenue statistics from them. Many weaknesses showed up when the figures were submitted, and the Census Bureau decided to eliminate them from consideration in the compilation of the detailed figures covering the industries.

The figures covered only 374 stations, and showed a total gross income for them of $55,140,000. Only a few stations in some 36 states were covered. Gross network income, amounting to some $35,000,000, was credited to New York state alone.

No additional funds are available to the CWA or to the Census Bureau to undertake a new survey of the broadcasting industry income and correct the errors made in the earlier attempt, it was stated.

## Bowen Firm To Expand Transcription Activities

REORGANIZATION of Scott Howe Bowen, Inc., under which David Hochreich, formerly identified with the motion picture industry, becomes a stockholder and chairman of the board, with Mr. Bowen remaining as president, was announced by the latter in New York, Nov. 26. The reorganized company, it was stated, will produce dramatic and musical programs for transcriptions on a larger scale than it has ever attempted previously. Byers Recording Laboratories, subsidiary of the Bowen organization, is associated with the new enterprise.

Mr. Hochreich's wide experience in motion pictures, it was declared, will bring "something entirely new" into radio. A number of New York producers with whom he will cooperate are expected to become members of the board of the reorganized company. In addition to the recording facilities of Byers, it was said, other recording studios also may be used for production of the new programs.

NO INCREASE in rates for the 1935 YEARBOOK. Last advertising and copy forms close Dec. 15.

# Retailers Show Preference for Radio

## Sweeping Endorsement Given Broadcasting as Advertising Medium in NBC Survey of Three Types of Dealers

WHOLE-HEARTED endorsement of radio by dealers, in preference to other advertising media, is contained in a publication of the NBC entitled *"The Butcher, the Baker, the Candlestick-maker."*

Of course, these are not the exact trades in which dealers were questioned by investigators for The Psychological Corporation, which made the study. The first two, however, are covered by the broader classification of grocers, and in addition the preferences of druggists and gasoline dealers were checked.

In a comparable study last year radio held an enormous lead over other media. This year the lead has been substantially increased, so far as grocers and druggists are concerned, and a drop recorded in the case of gasoline dealers is attributable to the fact that oil companies have reduced their radio appropriations in the meantime, contrary to the general trend.

### The Nation's Pulse

THE IDEA underlying the dealer survey is that retailers are closest to the pulse of business, and since their reactions and preferences are based on those of their customers, a survey of a given number of dealers is equivalent to an investigation covering many times that number of consumers. The survey in question was made with elaborate precautions to insure the gathering of unbiased answers. The field workers did not know the identity of the company paying for their efforts, so they could not influence the dealers favorably to the client.

The final form of the questionnaires was developed after a series of tests, in which dealers were asked: "Can you tell, from the questions I have asked you, whether we are interested in any particular kind of advertising?" If the answer was affirmative, a further question was asked, to find which form of advertising the dealer thought it was, and the questions were finally revised until the smallest possible number answered "radio."

### Preference for Radio

IN THE FINAL interviews of this study, this question was put to 381 drug and grocery dealers. Those who thought they could tell totaled 23.9 per cent, and 17.6 per cent guessed radio. Since there were four media in question, it would not have been unnatural to expect 25 per cent to guess any one of the four. The figure is particularly low in view of the fact that a much larger percentage had already indicated, in their answers to previous questions, their strong preference for radio.

Grocers, druggists and gasoline dealers were chosen because they come into contact with a greater number of customers than most other dealers; because broadcast advertising has been used most extensively to sell their products, and because their point-of-sale contact with customers is closer than that of most other dealers.

In the answers to five key questions, radio consistently polled more votes than the other three media combined. In one case the figure rose to 80 per cent, and on the most direct question ("Which medium would you choose if you could choose only one?"), druggists voted 70.3 per cent for radio, grocers 62.3 per cent, and gasoline dealers 63.2 per cent.

### Situation in 1933

IN 1933 the comparable figures on this question were: Druggists, 65 per cent, grocers 58.3 per cent and gasoline dealers 69.4 per cent.

In all cases druggists gave the biggest vote for radio, with gasoline dealers second and grocers third.

The five key questions, and the percentages showing the dealers' preferences in answering them, are shown in the adjoining box.

Two editions of the survey are being prepared by NBC. One is a summary of the questions and answers, with an explanatory introduction, under the title "The Butcher, the Baker, the Candlestick-maker." This is illustrated, and presented in more popular style than the full report of The Psychological Corporation, which is also available, under the title "A Study of the Relative Effectiveness of Major Advertising Media."

## What Survey of Retailers Shows

HERE ARE the five key questions which investigators for NBC asked druggists, grocers and gasoline dealers, and the results obtained:

On trade-marked or branded items that are *nationally* advertised, which one of the following four media have you found best in selling your products?

| | *Radio* | *Medium A* | *Medium B* | *Medium C* |
|---|---|---|---|---|
| Druggists ..... | 68.4% | 10.7% | 21.9% | 1.7% |
| Grocers ..... | 53.2 | 13.0 | 32.6 | 4.3 |
| Gas. Dealers... | 53.8 | 12.1 | 15.6 | 21.2 |

Which one of these four kinds of national advertising do your customers talk about most often when buying branded or trade-marked items at regular prices?

| | *Radio* | *Medium A* | *Medium B* | *Medium C* |
|---|---|---|---|---|
| Druggists ..... | 72.6% | 8.4% | 17.2% | .7% |
| Grocers ..... | 58.7 | 11.6 | 26.8 | 1.1 |
| Gas. Dealers... | 61.5 | 6.2 | 14.8 | 13.8 |

If you had the power to choose and plan a national advertising campaign for a brand to sell at regular prices, which of the four media would you chose? (Ratios, not percentages.)

| | *Radio* | *Medium A* | *Medium B* | *Medium C* |
|---|---|---|---|---|
| Druggists ..... | 80.1 | 17.0 | 31.2 | 3.8 |
| Grocers ..... | 69.2 | 13.6 | 36.9 | 4.3 |
| Gas. Dealers... | 70.4 | 11.6 | 19.3 | 22.2 |

If you could choose only one of these, which one would it be?

| | *Radio* | *Medium A* | *Medium B* | *Medium C* |
|---|---|---|---|---|
| Druggists ..... | 70.3% | 7.1% | 20.3% | 1.0% |
| Grocers ..... | 62.3 | 8.1 | 27.2 | 2.0 |
| Gas. Dealers... | 63.2 | 7.9 | 14.1 | 12.8 |

What kind of national advertising has helped sales most, in three of the best-selling brands? (Ratios, not percentages.)

| | *Radio* | *Medium A* | *Medium B* | *Medium C* |
|---|---|---|---|---|
| Druggists ..... | 71.1 | 18.3 | 17.3 | 2.8 |
| Grocers ..... | 50.8 | 29.4 | 17.8 | 5.9 |
| Gas. Dealers... | 65.7 | 9.4 | 15.0 | 18.0 |

## New Boston Station

FOLLOWING routine procedure, the Broadcast Division of the FCC has assigned the call letters WMFH to the new Boston station authorized Nov. 13 upon application of Joseph M. Kirby, understood to have been campaign manager for Governor-elect Curley during the recent elections. The station is authorized to operate on 1120 kc. with 500 watts power daytime, but its application requesting 250 watts at night has been docketed for hearing. The 20-day protest period allowed under the regulations expires on Dec. 6.

---

W2XR, the "high fidelity" broadcaster on 1550 kc., operated by John V. L. Hogan, now broadcasts from 4 to 7 p. m. daily except Saturdays and Sundays.

## New Station at Windsor With 1000 Watts Power Authorized by Canada

A NEW 1,000-watt station to be located across the Canadian border from Detroit at Windsor, has been authorized by the Canadian Radio Commission. It will be known as CRCW, and is scheduled to begin operation early next year. The station has not been given a definite frequency assignment. It is understood it will be used essentially for Canadian rather than American programs.

The station, to be built by Essex Broadcasters, Ltd., which also operates CKLW, CBS basic outlet, was decided upon after discussion involving the use of CKLW for programs originated by the Canadian government under its nationalization plans. The Commission made the following announcement in connection with the station:

"Due to the fact that Canadian Radio Commission programs are not now heard regularly in Western Ontario, the commission has requested and obtained authority from the Privy Council to establish a 1,000-watt station at Windsor, Ont. The commission has been fortunate enough to make arrangements with the Western Ontario Broadcasting Corp. (CKLW.) so that the two transmitters will be operated from the same location. It will thus be possible to effect a very considerable saving in operating costs."

## Frank E. Mullen Named As RCA Publicity Head

FRANK E. MULLEN, director of agriculture of NBC, on Dec. 3 joins the RCA in New York as official in charge of public relations and advertising. He takes over the work of Glenn I. Tucker, who resigned last month.

Mr. Mullen joined NBC upon its formation in 1926 and became its agricultural director with headquarters in Chicago. He organized the National Farm and Home Hour, which first went on the air in 1928, and is widely known in agricultural and conservation circles. The change was made by transfer from NBC to the parent company. His successor at NBC has not been named.

On Nov. 19, Mr. Mullen was re-elected chairman of the Radio Conservation Council, which he was instrumental in forming about a year ago to promote by radio the conservation of the nation's natural resources. Among those who addressed the luncheon meeting of the Council were Secretaries Wallace of Agriculture and Dern of War.

## Liberty Foods on Radio

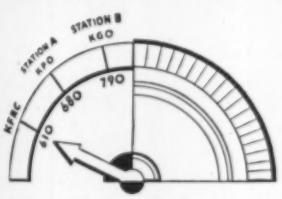
LIBERTY FOODS, Covington, Ky. (Redi-Spred, Pate de Foie), through its New York agent, B. Meier & Son, Inc., has taken a Saturday night spot on WOR, Newark, to supplement its newspaper and magazine campaign. The program features Ted Fletcher, the "Lonesome Cowboy." W. I. Tracy, Inc., New York, handles the account.

# And Now For SPOT Broadcasting In San Francisco

# KFRC

## The *Only* San Francisco Station, carrying big-name commercial coast-to-coast programs, on which you can buy TRANSCRIPTIONS and ANNOUNCEMENTS

## Here is the Station Preference in the Northern California Market




Back and forth—KFRC to Station "A"—between the two major big name program outlets—there's nothing in between to stop them in the swing of the dial. Station "A" does not accept transcriptions or night time announcements, but refers you to Station "B." Your transcriptions and spot announcements over KFRC are on the *same* station releasing transcontinentals to the big audience.

*That's a point worth remembering when buying SPOT broadcasting in San Francisco.*

M. G. GRABHORN, *Sales Manager*
KFRC—San Francisco

Everyone knows that the major portion of a radio audience habitually swings its dial between the stations of the two great networks, carrying the "big name" transcontinental commercial programs.

But in San Francisco KFRC is the only station releasing these big features which accepts transcriptions or announcements. On KFRC your program can be heard throughout an area which embraces over 80% of all the radio sets in Northern California. KFRC offers this great audience at a new low transcription rate for daytime advertisers. If you are looking for the most for your money, with complete assurance of superior audiences, adequate coverage and a rate that will fit your budget, *use KFRC in San Francisco.*

## The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

## DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets — San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco · KHJ, Los Angeles · KGB, San Diego · KDB, Santa Barbara
KFBK, Sacramento · KWG, Stockton · KMJ, Fresno · KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle · KOIN, Portland · KVI, Tacoma · KFPY, Spokane



XUM

# Tributes for European Music Demanded by Publishers' Body

## Associated Music Publishers, Inc. Informs Stations Not Paying Fees That It Will Go to Court

FURTHER intensifying the aggravated radio copyright situation, Associated Music Publishers, Inc., of New York, claiming control of performing rights of a vast number of European houses, on Nov. 10 served notice upon all stations not now holding its license that it will prosecute all infringements of its numbers. The licensing campaign to exact tribute from stations follows closely upon that recently undertaken by the Society of European Stage Authors and Composers among stations and is wholly apart from the licensing activities of the American Society of Composers, Authors & Publishers, now involved in an anti-trust suit filed against it by the Department of Justice.

In a letter to all stations save the 36 listed as licensees, M. E. Tompkins, vice president of Associated Music Publishers, made known the new policy. The organization is an indirect subsidiary of the North American Co., big public utility holding company, and originally was created to provide a music source for Wired Radio, Inc., a project of the utility company which has never materialized.

### Suits Threatened

"MOST of the leading radio stations," Mr. Tompkins wrote, "are licensees with us and we are addressing this letter to you as one of those who have so far deferred action in this important matter. We have written you several times previously, offering you a license at a reasonable rate. We are now reluctantly obliged to serve notice upon such broadcasting companies as are not licensed to use our copyrighted publications that upon evidence of the use of our publications a bill will be sent the radio station so infringing our rights at the maximum charge for such use, and the failure to pay such claim within 30 days will force us to enter suit for the performance fees due us.

"We have previously avoided policing radio stations in the belief that licenses could be completed without the adoption of that method of collection, but we find it necessary to serve this notice upon you which you should refer to all departments involved."

At the outset of his letter Mr. Tompkins stated that some confusion has developed as to the true status of his organization and the repertoire of foreign music it controls in this country. This has been due, he said, to the "erroneous interpretation of certain claims and representations of another agency representing certain European interests." He asserted that Associated has no connection with any other performing rights agency, European or American, and that it controls the performing rights of an important group of leading European publishers, including broadcasting rights. The list of publishers exclusively represented was given as follows:

Universal Edition, Vienna.
Albert J. Gutmann, Vienna.
Otto Maass, Vienna.
Wiener Operetten Verlag, Vienna.
W. Bessel & Cie, Paris.
Ed. Bote & G. Bock, Berlin (including Lauterbach and Kuhn).
Editions Max Eschig, Paris (excepting symphonic works), (including Demets & Cie).
Julius Hainauer, Breslau.
F. E. C. Leuckart, Leipzig.
B. Schott's Soehne, Mainz.
N. Simrock, Leipzig.
*Wilhelm Hansen, Copenhagen.
*Ludwig Doblinger, Vienna.
Breitkopf & Hartel, Leipzig.
Associated Music Publishers, Inc., New York.
Breitkopf Publications, New York.

*In the case of the publishers indicated by the asterisk, we administer only their serious music rights, the light or popular music rights being in the custody of ASCAP.

### Claims Sole Control

THESE CATALOGS, he said, comprise by far the major part of standard concert music published in Central Europe. "We alone are authorized to license and/or prohibit the performance, including radio broadcasting of the copyrighted publication of these firms in the United States.

Stations licensed by Associated were enumerated as follows: KECA, KFI, KMOX, KOIN, WEAF, WJZ, KPO, WGY, KOA, KGO, WBZ, WBZA, KDKA, WABC, WMBR, KTUL, WBBM, WCAO, WENR, WMAQ, WNAC, WEAN, WAAB, WICC, WOC, WHO, WOR, WOW, WPG, WPTF, WTAM, WTIC, WTMJ, WHK, WEEI, KNX, WLW, WSAI, WIP, WCCO, WCAU, WAIU, WINS, WGN, WNEW and WMCA.

The only development during the last fortnight relating to the government suit against ASCAP, was the distribution by the latter of a broadside, presumably to members of Congress, the Washington press galleries and others in public life, attempting to vindicate the position of ASCAP. Together with a copy of the ASCAP answer to the suit, filed last month, and obviously written for publicity purposes, was a printed "memorandum" describing the suit and soliciting recipients of the broadside to read the ASCAP answer. Also enclosed was an ASCAP membership list.

## Nash Holiday Plans

NASH MOTOR Co. plans two three-hour radio shows studded with operatic, movie, theatrical and literary stars as Christmas and New Year features, 2:30-5:15 p. m., over about 100 CBS stations. An array of orchestras will provide music. The programs are declared by CBS to be "radio's greatest combination of concentrated time, talent and coverage ever attempted by a single sponsor." Features will be keyed from New York, Chicago and Hollywood. The account, which is handled by J. Walter Thompson Co., New York, is to introduce the 1935 Nash line.

### Personal Breakfast

THE MAY Co., one of Baltimore's largest department stores, is sponsoring Enid Lee, the "girl with the smiling voice" over WBAL on a new morning program titled "Over the Coffee Cups." Miss Lee chats informally about personal things that interest women—beauty, homes, children, etc. She was the first woman to use a lapel microphone from a department store, and has interviewed hundreds of celebrities in broadcasts from Miami in the winter and Richmond in the summer.

## Johnny Johnstone Goes To WOR, Mutual Press

Mr. Johnstone

DIRECTION of the press relations of WOR, Newark, was taken over Nov. 19 by George W. (Johnny) Johnstone, former NBC press representative and one of the most widely known personalities in radio. In his new post, Mr. Johnstone also will be identified with the press activities of the newly formed Mutual Broadcasting System, comprising WOR, WGN, WLW, and WXYZ.

With his resignation from NBC, Mr. Johnstone concluded 11 years of service in that organization. He began his radio career with WEAF when that station was operated by the A. T. & T. in March, 1923. When the NBC was organized, he became manager of its press department and served in that capacity until three years ago. At that time he was detailed as liaison between the network and special radio writers throughout the country. Prior to joining WEAF, he was well known as a pianist and was associated with the Vincent Lopez orchestra.

Mr. Johnstone will organize a complete press relations staff at WOR. Dave Casem and James Marr have resigned from the publicity staff of the Bamberger station to go to Miama, where they will launch a news-photo service.

## FACA Studying Control Of Liquor Advertising

STRICT REGULATION of all liquor advertising is being considered by the Federal Alcohol Control Administration following hearings Nov. 22 on control proposals. An implied warning was sounded by Administrator Choate that the industry must "reform" its advertising or face a revival of Dry sentiment.

While saying that misrepresentation has not been general, Mr. Choate explained that some advertisements have been deceptive. Proposed regulations were set forth at the hearing, which was attended by representatives of liquor industries, public liquor control agencies and advertising interests.

## Survey of Retail Trends To Include Analysis of Advertising Trade Costs

SEVERAL projects designed to give American business more complete information on domestic marketing are being undertaken by the reorganized Marketing Research and Service Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, according to an announcement Nov. 20 by N. H. Engle, assistant director of the bureau. The hope is to develop data on the trend of consumer buying through retail stores, the costs and processes involved in getting goods from the producer to the consumer, the needs and buying habits of consumers, and the cooperative activities of industries through trade associations.

One phase of the expanded operations will relate directly to advertising, which also figures indirectly in virtually all of the projects. This deals with the National Retail Credit Survey, now conducted annually and which in the past covered six kinds of stores in 29 cities. To be expanded to cover 12 kinds of stores in some 75 cities, the information to be gathered will cover "some scientific measures of the total volume and distribution of advertising expenditures," Mr. Engle said.

The studies to be undertaken, it was stated, follow as closely as present funds and personnel will permit, the recommendations made in the recent report on the Committee of Elimination of Waste in Distribution of the Business Advisory and Planning Council of the Department of Commerce. The advertising study, Mr. Engle added, is in line with the advisory committee's suggested program.

The survey on trends of retail sales will include data showing the trend in each region of the country. The study will be published, under present plans, for the benefit of industry generally. All newly available market data also will be published.

## WLS Is Host to 10,000 Children at Chicago Fair

NEARLY 10,000 underprivileged children of Chicago and Cook County, Ill., were enabled to see the World's Fair last summer by virtue of a project developed by WLS, Chicago, according to a report submitted to the FCC Nov. 17 by Glenn Synder, manager of the station. Listeners and friends of the station made the undertaking possible through contributions and other tangible help.

Always cognizant of the public service aspect of radio, Burridge D. Butler, president of WLS, operated by the *Prairie-Farmer*, arranged for the project. Homer Griffith, "The Friendly Philosopher" of the station, conducted it. Monetary contributions amounted to $3,000, while numerous business and manufacturing companies contributed such items as candies, gum, transportation, and entertainment.

THE YEAR'S best advertising buy will be the 1935 YEARBOOK. Last forms close Dec. 15.

# ANOTHER STRIDE FORWARD!

# KOA

# DENVER

On December 15, 1934, KOA opens its new studios, Denver's own Radio City. Modern in design and the last word in efficiency they represent another stride forward in KOA's service to advertisers.

More and more, advertisers are using KOA to reach and sell the Mid-Rocky Mountain market. Full information on time available, rates, and results of other advertisers can be received from the station or any of the offices listed below.

## NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

# Cooperation Urged as Solution To Educatonal Radio Problem

## Filing 55,000 Word Brief With FCC, the NAB Submits Final Argument for Status Quo

ENCOURAGEMENT of cooperation between commercial broadcasters and groups primarily concerned with the broader aspects of education, rather than specific allocation of broadcasting facilities to such non-profit groups, is urged in a 55,000-word brief filed with the FCC Nov. 26 by the NAB. The brief is the final argument for the broadcasting industry in the case involving proposals that fixed percentages of facilities be allocated by Congress to educational groups.

In summarizing the testimony adduced at the hearings before the Broadcast Division from Oct. 1 to Nov. 12, the NAB brief recommends that the FCC, in its report to Congress due on Feb. 1, find that "it is neither necessary nor desirable that Congress should, by statute," allocate facilities as proposed. Further, it recommends, based on the voluminous evidence, that the FCC should not, either under its present authority or under authority which might be conferred upon it by subsequent legislation, undertake any such preferential allocations.

### Fostering Progress

THE AFFIRMATIVE recommendations are that the FCC should encourage the development of American broadcasting by increasing its stability through the granting of licenses for materially longer periods than at present, and that it should "actively encourage closer and more widespread cooperation between the commercial broadcasters and the groups primarily concerned with the broader aspects of education, to the end that American broadcasting, with all the advantages of competitive ownership and operation, may make still more rapid progress in the future toward providing a completely satisfactory service to the people of the United States."

Strangely enough, the Joy Elmer Morgan educational group which has persistently lobbied for governmentally controlled radio and which led the opposition forces at the FCC hearings, failed to take advantage of the opportunity afforded to file a brief summarizing its arguments. The closing date for the briefs was Nov. 26.

Instrumental in drafting the NAB brief was Henry A. Bellows, legislative chairman of the NAB, and Philip G. Loucks, NAB managing director, who directed the industry case before the FCC. The record of testimony at the hearing covered 14,000 pages, or approximately 4,000,000 words, and embraces the most comprehensive portrayal of the program services of American broadcasting ever gathered.

### Broadcast Service

The introduction of the brief, digesting the arguments advanced, follows in full text:

1. The record of the hearings before the Broadcast Division of the Federal Communications Commission pursuant to Section 307 (c) of the 1934 Communications Act constitutes the most significant statement ever made of the aims, purposes and methods of radio broadcasting as conducted on the basis of competitive private initiative. Its more than 14,000 pages of testimony and evidence eloquently relate the services which American broadcasting, conceived and maintained in accordance with American traditions, is rendering to the people of this country.

2. The brief submitted on behalf of the National Association of Broadcasters is a condensed *digest of this record*. It points out, from the mass of evidence presented, the salient features. Citing the testimony of scores of leaders in the use of broadcasting for the public welfare, both within and outside of the broadcasting industry itself, it shows that American broadcasting has built up and is steadily increasing that vast audience without which broadcasting is a *futile* waste of invaluable facilities.

3. In every field of endeavor for human betterment, in education, in religion, in charity, in the spread of political, social and economic understanding, in the service of labor and agriculture and the home, the great majority of representative leaders, both national and local, are glad to testify that American broadcasting, competitive and therefore free, aids them in a manner and to an extent which under any other system would be utterly impossible.

4. More than this, the record shows that American broadcasting, precisely because it is conducted as a highly competitive business, goes far beyond merely placing its facilities at the service of others, and definitely creates a service of its own. It brings to every radio-equipped home the voices of the world's leaders in thought and action, the music that, a decade ago, could be heard only by the privileged few, the best in entertainment that the whole world affords. With this it combines a local service to every considerable community, a service built up by years of experience and close contact with local problems.

5. The record shows that this service of American broadcasting to the public has been created and maintained by the initiative of American citizens, regulated only in so far as the wisdom of Congress saw from the outset that regulation was essential to avoid chaos. It shows that under

(*Continued on page 22*)

## PICKING HOT SPOTS
### Alert Sponsors Can Cash in on Big Events of Moment

TAKING advantage of the intense interest in the recent Vanderbilt-Louisiana football game at Nashville, the Chevrolet Motor Co. broadcast a play-by-play account of the game over WSM, Nashville. The idea for the program came from Joe Spadea, of the Detroit office of Edward Petry & Co., representatives for WSM, and he turned over the suggestion to Campbell-Ewald Co., Inc., agency handling the Chevrolet account, just two days before the game.

Observing the ballyhoo surrounding the L. S. U. expedition to Nashville, to be led by Senator Huey Long, the agency and sponsor worked quickly and the day before the contest the station was informed that the contract was ready. Continuity was telegraphed that night.


THE LIBERTY BANK'S "NINE O'CLOCK SHOW" presents "THE RICHEST GIRL IN THE WORLD" SUNDAY, NOV. 11—WBEN—9 P.M.

16-12

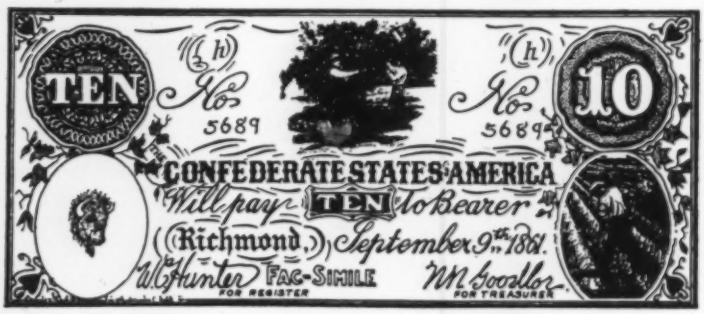
LIBERTY BANK OF BUFFALO No. 3842

BUFFALO, N. Y. NOV. 11 1934

PAY TO THE ORDER OF ANY RADIO LISTENER

$$$$$$$$ A WEALTH OF ENTERTAINMENT $$$$$$$$

*"The Richest Girl in the World"*


**Bank Uses Mock Money to Exploit Broadcast**

FOR ITS 146th consecutive program, the Liberty Bank of Buffalo, presented a radio adaptation of the current movie "The Richest Girl in the World," using stage money for an audience build-up. The day before the program a girl, richly clad, drove around in a big automobile with police escort and scattered "money" right and left. The bank advertises its trust and travel services, safe deposit boxes and other departments over WBEN each Sunday with a dramatic program under the direction of James E. Corbett, as director.

## Fan Magazine to Direct Gold Medal Award for Year's Best Announcer

BECAUSE of new policies recently adopted, the American Academy of Arts and Letters has withdrawn its sponsorship of the annual gold medal award of the best radio announcer of the year. Starting with the 1934 award, to be made early in January, the selection will be made under the direction of *Radio Stars*, fan magazine edited by Curtis Mitchell, in collaboration with a board of review consisting of radio editors of leading newspapers.

The award, as formerly, will be made to a network announcer. Instead of being confined merely to diction and delivery, the award hereafter will be based on enunciation, delivery, microphone personality, adaptation to the mood of the program, and versatility. Awards in the last five years have been made to Milton Cross, NBC, 1929; Alwyn Bach, NBC, 1930; John W. Holbrook, NBC, 1931; David Ross, CBS, 1932; and James Wallington, NBC, 1933.

The judges for the 1934 award will be: Alton Cook, *New York World-Telegram;* S. A. Coleman, *Wichita Beacon;* Norman Siegel, *Cleveland Press;* Andrew W. Smith, *Birmingham News & Age-Herald;* Lecta Rider, *Houston Chronicle;* Si Steinhauser, *Pittsburgh Press;* Leo Miller, *Bridgeport Herald;* Charlotte Geer, *Newark News;* Richard G. Moffett, *Florida Times-Union,* Jacksonville; Dan Thompson, *Louisville Times;* R. B. Westergaard, *Des Moines Register & Tribune;* C. L. Kern, *Indianapolis Star;* Larry Wolters, *Chicago Tribune;* James E. Chinn, *Washington Star;* H. Dean Fitzer, *Kansas City Star;* Vivian M. Gardner, *Wisconsin News,* Milwaukee; Joe Haeffner, *Buffalo News;* John G. Yaeger, *Cincinnati Enquirer;* Martin A. Gosch, *Courier-Post,* Camden, N. J.; Oscar H. Fernbach, *San Francisco Examiner;* Jack Barnes, *San Diego Union & Tribune;* and Curtis Mitchell, *Radio Stars.*

## New Disc Series

MACGREGOR AND SOLLIE, San Francisco transcription producers, have finished a series of 15-minute transcriptions for the Moscow Movement and have been authorized to start a series for the Geppert Studios (photos) of Des Moines. C. P. McGregor, president, also announces that contracts for its service have been signed with nine more stations: KHQ, Spokane; KID, Idaho Falls; KSL, Salt Lake City; CJOR, Vancouver, B. C.; CHWR, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CDAC, Calgary, Alb.; CJOC, Lethbridge, Alta.; CJCA, Edmunton, Alta.

THE CALL letters WMFI have been assigned to the new station at New Haven, Conn., authorized Nov. 13 by the FCC upon application of Patrick J. Goode. The station has been authorized to operate on 900 kc. with 500 watts day. The protest period under the regulations expires Dec. 6.

# Announces—

## 2 Important Additions

*now giving the*

## SOUTHWEST BROADCASTING SYSTEM

### intensive Sales Coverage with

# 12 STRATEGIC STATIONS!

**KWKH, Shreveport, Louisiana—and KGRS, Amarillo, Texas**—bring the SBS Network up to 12 stations and add valuable marketing territories to the 10 regions already well covered by this System. The location of stations is shown on the map below.

Southwest Broadcasting System's Network of 12 stations gives the most *complete* Southwestern radio coverage available in *any* broadcasting system, *plus* localized merchandising influence in *each* of its 12 important market zones. Chevrolet is an example of the type of organizations that are turning to SBS to do for them in the rich Southwest market what no other network or group can do.

Agencies and advertisers are agreeably surprised to learn that Southwest Broadcasting System's 12 stations, now welded into a network of High Fidelity Lines which may be fed from any one or more of its studios comprise the most *flexible* network hook-up in America. Let us tell you more about SBS's coverage, listener audience, network flexibility—and some choice time still available. New rate card with general information is now being mailed to our list of agencies and general advertisers. Be sure to write us, if you do not happen to be on our list.

*New Rate Card in the Mail!*

## Southwest Broadcasting System

**LEE H. ARMER, President**

**GENERAL OFFICES—FT. WORTH, TEXAS**

*Exclusive National Representatives*

**GREIG, BLAIR AND SPIGHT, INC.**

**NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES**

# CBS to Broadcast New Foreign Series

**Far Points of the Earth Are to Be Reached During Winter**

Mr. White

CBS PLANS what is described as the most ambitious schedule of international programs ever arranged for the winter, with far points of the globe to be brought to the American audience.

Cesar Saerchinger, CBS European director, who recently visited this country, and Paul White, chief of the CBS public events and special features department, have outlined and arranged a series of international special features which, by the time they are completed next Spring, will have brought WABC-Columbia network listeners into contact with almost every continent and many nations of the globe, and important foreign events and cross sections of life never before broadcast.

### Near East Programs

TESTS ARE now in progress between short-wave stations in Northern Africa and New York, and as soon as they are completed Saerchinger will inaugurate the series of international broadcasts with the cooperation of Radio-Niaroc, the French colonial broadcasting outpost in the northern part of the Dark Continent. Two of the principal countries of the Near East to be invaded by CBS microphones are Morocco and Egypt. Detailed plans for the Near Eastern programs will be announced later.

Proceeding on the Columbia tour of the world, Saerchinger is making arrangements for some colorful broadcasts from Spain and a series of special monthly programs to be radiated to America from Rome. These will include an outstanding opera relay from Milan, and special programs from Venice, Florence, Naples, and other points. A broadcast of particular interest is a first-hand description of the recent excavation activities at Herculaneum, revealing in startling manner the results of the catastrophe which overtook the inhabitants when Vesuvius destroyed the ancient Roman city.

Many December programs will originate in England. These will include broadcasts from the enshrined homes and cottages of several of Britain's literary immortals. Outstanding will be a repeat broadcast Dec. 16 of the toy town program from Nuremberg, and early in January the first American relay from Luxemberg, the smallest sovereign country in Europe, will take place.

### Exchanges of Views

A SERIES of exchange views on municipal problems, discussed in two-way broadcasts by officials of American and European cities, also appear prominently in the international line-up. This group will come under the general heading of "A Tale of Two Cities." Later in the season there will be a trans-Atlantic debate between students in some of the noted boarding schools of England and of the United States, and "Labor's New Deal" will be the subject of a two-way broadcast between the great leaders of labor in the United States and Great Britain. Also, Saerchinger has arranged an exchange series of an educational nature between CBS and the Soviet Russian broadcast committee, the British Broadcasting Corporation, and the EIRA in Italy and Sweden.

Spring plans include an Irish Sweepstakes broadcast from Ireland; another songbird broadcast from the English countryside; a sunrise program from a mountain peak in Switzerland; and a midnight sun broadcast from Sweden. During the summer full coverage will be given to the great sporting events of Europe, with one or two outstanding "first-time" broadcasts.

# COURT UPHOLDS RADIO'S LIBERTY

## WEBR Announcer Wins Legal Joust After Broadcasts Criticizing Conduct of Judge on Bench

**By ROY L. ALBERTSON**
**General Manager WEBR, Buffalo**

Mr. Albertson

BROADCASTERS everywhere can learn much from my recent experience with Supreme Court Justice Alonzo G. Hinkley, who cited me for criminal contempt of court, gave me a 30-day jail sentence and fined me $250, all of which was promptly reversed by a higher tribunal. The outcome is a victory for radio in general. Here at WEBR we had the courage to stand our ground, and the formal decision will serve as a beacon light in similar cases for years to come.

Back in 1930 I originated "Ye Old Town Crier," a weekly half-hour feature which has brought good will and prestige to WEBR because we have made of it a vehicle of public service. Among other things, "Ye Old Town Crier" conducted an investigation of the affairs of the Niagara Share Corporation of Maryland, which is officered by several prominent Buffalo bankers and financiers. When we had completed our independent inquiry an "expose" of the Niagra Share firm was broadcast.

This broadside resulted in two major developments: (1) The filing of a $300,000,000 action by minority stockholders against the officers and directors, and (2) the launching of an official investigation by Attorney General John J. Bennett, who already has admitted in court that his inquiry is bearing out the truthfulness of many of the charges made by "Ye Old Town Crier."

### Rebuking the Judge

JUSTICE HINKLEY presided at the trial of the stockholders' action. His conduct on the bench during that proceeding brought sharp criticism time and again from "Ye Old Town Crier." He finally threw the case out of court by dismissing it without even filing a formal opinion.

"Ye Old Town Crier" has continued to condemn the judge's conduct. Finally, on Nov. 13, the judge issued a writ against me, compelling me to appear in Supreme Court. This was at 3 p. m. When I informed him my counsel was 150 miles away, and could not reach Buffalo until about 8 p. m., he turned me over to the custody of a deputy sheriff until that hour, when he held a night session, an extraordinary event in the Supreme Court here.

At that hour, after my attorney had sought a reasonable adjournment in which to prepare my defense, the judge refused to allow me bail, even though the charge was only a misdemeanor. He ruled that he would try me next morning at 10 o'clock, and ordered me held in the county jail overnight.

### Released and Hunted

I HAD NO SOONER left his courtroom than I was released on an order signed by City Judge Robert J. Summers. When Justice Hinkley learned from newspaper reporters that I was at large he demanded that the sheriff locate me at once and throw me in jail. They did not find me, and I was in Justice Hinkley's court at 10 the next morning.

After hearing formal objections from my counsel to the effect that he could not act in the many-sided role of accuser, sheriff, judge and jury in passing upon my guilt or innocence, Justice Hinkley imposed sentence. In setting it down in the record he remarked to the crowded courtroom that he wanted me confined "in a common jail" and in "close custody."

Once again I was taken to the county jail, where I was greeted by an impressive reception committee, headed by none other than the Mayor of Buffalo, and many other public officials and friends who had come to my rescue. Soon after I was booked there another Supreme Court Justice—the Hon. George A. Larkin—signed a writ of reasonable doubt, and that released me.

This writ was argued two days later before the appellate division in Rochester, which dismissed the whole matter, and, contrary to custom, issued a formal explanation of its decision because of the widespread interest in the case.

### Freedom of Radio

"BRIEFLY, the decision upholds in New York state our constitutional guaranty of liberty of the radio, the press and free speech," was the way my counsel, M. H. Cahill, described it. "One of the main points decided is that comment—and this includes comment on the air—upon the behavior of a court in cases fully determined in the particular court criticized, is unrestricted under the Constitution of the United States.

"In other words, the court holds where comments are made, either by oral utterances or by publication of an entirely retrospective character, they come within the sphere of authorized comment, unless they affect a judge personally, in which event he cannot resort to contempt of court proceedings, but must avail himself of his remedy in an action for libel or slander, the same as any other citizen.

"In this particular case the court properly held that the alleged statements made by 'Ye Old Town Crier,' while they might be construed as an affront to Mr. Justice Hinkley, were not legally an affront to Mr. Justice Hinkley, were not legally an affront to the judiciary and, therefore, Judge Hinkley had no legal right to institute contempt proceedings against Mr. Albertson."

So much for the rumpus with Justice Hinkley. We are going right ahead with our work as "Ye Old Town Crier," and are preparing to move for impeachment of Justice Hinkley. Formal statement to this effect was made in Buffalo press by me while my appeal was still pending at Rochester.

Some idea of how sensational this whole affair has been can best be described by mentioning one sidelight. When I was jailed by Justice Hinkley a rival station—WBEN—broke into Jack Benny's program to flash the news.

The whole thing held Buffalo and Western New York agog for eight days straight. We have received thousands of letters, cards and calls upholding "Ye Old Town Crier."

# Old KYW Features Are Being Shifted

WITH THE REMOVAL of KYW, Chicago, to Philadelphia, Dec. 3, a number of the station's features are being switched to other local stations. Most important of the changes is the Marshall Field & Co. "Musical Clock," which was originated at KYW five years ago. Up to press time no announcement had been made as to which Chicago station would get the account, although WBBM at present is carrying an identical program sponsored by Armour & Co. at the same time, 7-9 a. m. week days. All of the major stations were understood to have bid for the account.

The "Sunshine Hour," another feature employing phonograph records, broadcast on Sunday mornings, has been moved to WMAQ and will be heard 9-11 a. m. This feature was originated by Paul McClure, the present announcer, and Morgan L. Eastman at WENR in May, 1927. When that station was taken over by NBC the hour was taken to KYW.

Another program which is nearly as old as KYW itself is Uncle Bob's children's hour which shifts to WIND, the ABS outlet. The program is broadcast daily at 5 p. m. Other accounts of the station have not made announcements as to where they will shift. Drug Trade Products (Peruna, Acidine, Kolorbak, etc.) has been using one hour a night for several weeks and will not likely resume on another station immediately.

# KYW

NOW BROADCASTING FROM

# PHILADELPHIA

10,000 WATTS

1020 KILOCYCLES

# NBC

# RED NETWORK

# OUTLET

# Further Expansion Is Planned by ABS As Sponsored Programs Get Under Way

## Commercial Staff Enlarged; New Stations Soon to Be Added to the Network As It Is Now Constituted

Mr. Cormier

INITIATED as a commercial network during the last fortnight, with presentation of its first sponsored program, that of Adam Hat Co., New York, further expansion of the American Broadcasting System has been instituted through appointment by President George B. Storer of Albert A. Cormier, well-known broadcaster, as vice president in charge of sales, and of Ed. Aleshire, head of the radio department of Lord & Thomas, Chicago, as sales promotion manager.

Mr. Cormier, who assumed his new post Nov. 26, formerly was general manager of WOR, Newark, which post he left three months ago, after eight years of continuous service, primarily as sales manager. He is credited with having originated and sold the first commercial time announcement, and is widely known in industry circles because of his pioneering efforts. Prior to entering radio, he was a newspaperman and was active in the trade journal field.

Mr. Aleshire has been head of the Lord & Thomas radio department since last June. Prior to assuming that post, he was for five years in charge of radio for Blackett - Sample - Hummert, Inc., Chicago.

The Adam Hat commercial was first broadcast Nov. 16 over ABS and featured the Rosenbloom-Olin light - heavyweight championship fight from Madison Square Garden. Two other fight programs have been broadcast under sponsorship of the same company since then, and the arrangement is for use of the network by the Adam Company on future championship battles. The broadcasts to date have been on Friday evenings, and have lasted an average of an hour.

Among other sport features scheduled on the network and held to be of similar interest to many classifications of sponsors, are the National League hockey games, also from the Madison Square Garden, now broadcast for an hour and a quarter each Thursday and Sunday evening.

Expansion of the physical network of ABS will soon involve inclusion of WABY, Albany, N. Y., while other immediate prospects were said to be WROK, Rockford, Ill., and stations in Kansas City and Columbus. Whereas Western Union lines heretofore have been used for the Eastern segment of the network, from New York to Washington, A. T. & T. circuits have been substituted except for service from Philadelphia to Trenton and Wilmington, on which Western Union lines still are being employed.

On Nov. 25, a congratulatory program for WPRO, Providence, R. I., outlet, was broadcast over ABS to mark the beginning of its operations on the 630 kc. channel with additional power.

ABS was forced to cancel its broadcast of the Army-Notre Dame game on Nov. 24 because of the wrecking of the remote equipment by occupants of the box from which ABS was handling the broadcast. This explanation of the incident was made by Mr. Storer:

"Spectators of the game interfered with our broadcasting of the Army-Notre Dame game this afternoon, assaulted our announcers and engineering staff, and damaged our equipment, with the result that it was impossible to broadcast. Subsequently arrests were made, and the matter will be prosecuted. Any profanity heard over the air was on the part of the spectators who assaulted our staff. We deeply regret this occurrence and hereafter police protection will prevent its recurrence."

**TRAFFIC COURT BROADCASTS—Here is a broadcast from Chicago Traffic Court over WBBM. Left to right, Chief Justice John Sontsteby, standing with papers in hand; Mayor Edward J. Kelly; seated at microphone, Judge John Gutknecht; H. Leslie Atlass; vice-president of CBS.**


"---the only Radio Station in the World!"

*This article appeared in the November 13th issue of "VARIETY"*

**WXYZ, DETROIT, IN FOUR WEBS**

Detroit, Nov. 12.

Station WXYZ will regularly receive at least three programs weekly from the Columbia network, making this station the only one in the world tied in with four-chain hook-ups. Present connections are with the Michigan Radio Network, the Mutual Broadcasting System and the Canadian Radio Commission network.

Three programs which came in over the Columbia hook-up Saturday night and which will be regular shows are Chesterfield, Studebaker and Carborundum. Started Nov. 10.

Mutual Broadcasting System
Columbia Broadcasting System
Canadian Radio Commission
Michigan Radio Network

KUNSKY-TRENDLE
BROADCASTING CORPORATION
*(Owners and Operators of Station WXYZ)*
DETROIT, MICH.
300 Madison Theatre Bldg.
CHICAGO: WM. G. RAMBEAU, Manager, 360 N. MICHIGAN AVENUE



RESULTS IN TEXAS!

THE PRAETORIANS
LIFE INSURANCE
DALLAS, TEXAS
November 3, 1934

W. G. CLARK

Mr. Loy Duddleston, Commercial Manager,
KFDM Broadcasting Company,
Beaumont, Texas.

Dear Mr. Duddleston:

It gives me great pleasure to acknowledge the wonderful returns received from our daily Early Birds Program. I could not realize that we could have sold so much insurance from the publicity received at such small expense. Every day we have phone calls, and many, many sales are contributed directly to the credit of this publicity.

I have just received a telegram from our State Manager at Houston, Mr. B. S. Norton, stating that production for the month of October exceeded over a million dollars. I can truthfully state that a great portion of this business was the direct results of the splendid program and service received over KFDM in my entire District. The million dollar production was for the South Texas Agency only.

I am particularly impressed with the many inquiries received from the better class of people. This program has paid for itself many times and we trust that this is only the beginning of a long pleasant and profitable relationship.

Again thanking you for the splendid co-operation given and with very best wishes, I beg to remain,

Yours very truly,

W. S. Clark
District Manager

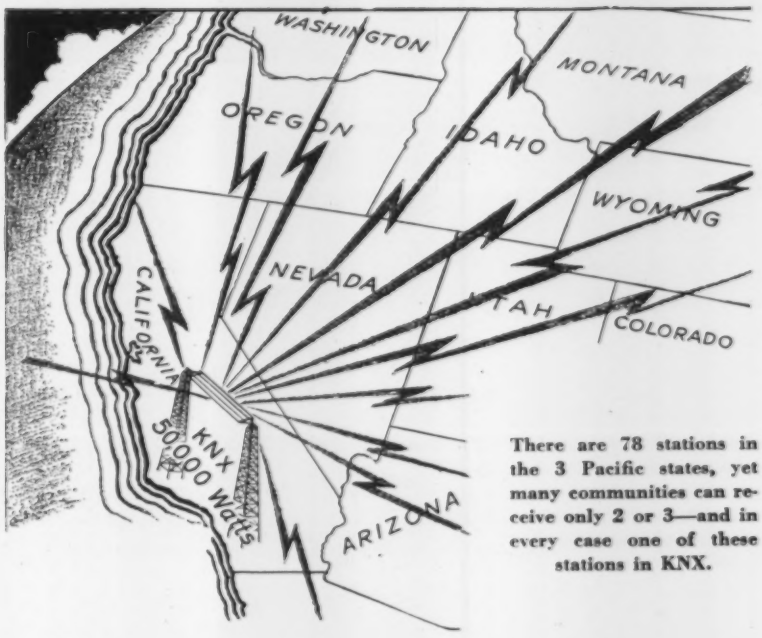
An Unsolicited Letter That Speaks For Itself

*Details of our plan of cooperation will be mailed you upon request.*

KFDM
SABINE BROADCASTING CO., INC.
P. O. BOX 2950 BEAUMONT, TEXAS
RADIO PUBLICITY, INC.
Chicago, Illinois
*Pacific Coast Representatives:*
WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

## For Your 1935 Schedules Remember:

# More Dollars Are Spent Directly on KNX than any other Pacific Coast Station




There are 78 stations in the 3 Pacific states, yet many communities can receive only 2 or 3—and in every case one of these stations in KNX.

## HERE IS WHY—

1. Keyed copy proves outstanding low cost pulling power.
   (a) Magazine publisher gets subscription for 12c.
   (b) Insurance company saves 62% on inquiry cost.
   (c) Food manufacturer receives 58,715 package tops in 30-day contest.
   (d) Cosmetic firm gets 10c inquiries.
   (e) Soap manufacturer gets more results from KNX than from 3 other high powered, cleared channel stations in U. S. *combined.*
   (f) Dentifrice firms get better results than any advertising in U. S.
   (g) Medical account reduces inquiry costs 25% and increases closures 40%.
2. Analysis of 20,479 letters received by one KNX client from 11 western states shows the percentage from each practically parallels the percentage of radio sets in each state.
3. In Los Angeles, food advertiser broadcasting simultaneously over 3 stations gets 54% of total response from KNX.
4. In the Los Angeles market, there are 3-areas of about 300,000 families each. 500 watts reach the first (10-mile radius), 1000 watts are needed to reach the second (next 30 miles) but 50,000 watts or more are needed to reach the third area (next 100 miles). One third of KNX mail comes from each area showing KNX coverage of all three thirds, the *whole* market. As a bonus, you might say, KNX with 50,000 watts also gives you coverage of the entire western market.
5. True, there are three other 50,000 watt stations in the west, but KNX is the only one that commands an audience in all coast communities (due partially to peculiar technical advantages of location of transmitter.)
6. As evidence of its confidence, KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city, town, or hamlet having a population of 250 families within 1,000 miles of KNX studios, from which KNX cannot produce immediate evidence of tune-in either written, wired or telephoned, with merely one request made over the air on KNX.

**For additional evidence of KNX low cost, thorough coverage, also time and talent available, phone or write;**

**"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel***

**Hollywood, California**

**GREIG, BLAIR & SPIGHT, Inc., Representatives**

**SAN FRANCISCO OFFICE**
Lindsey Spight,
485 California St.

**CHICAGO OFFICE**
John Blair
520 North Michigan Ave.

**DETROIT OFFICE**
J. Curtis Willson,
New Center Bldg.

**NEW YORK OFFICE**
Humboldt J. Greig
342 Madison Ave.

DOMINATES
THE
NORTH

WEBC

HEAD OF THE LAKES
BROADCASTING CO.

Superior Duluth

•

IF You HAVE an idea you WANT to put across

IF You WANT an idea to put across

IF RESULTS are your idea of a payoff

LET
WEBC
PUT
IT ACROSS

•

*Write or Wire*

•

WEBC

HEAD OF THE LAKES
BROADCASTING CO.

Superior Duluth

# Would Cooperate With Educators

(*Continued from page 16*)

no other possible system could the public have the benefit of such wide access to the world's best program talent, or of such freedom of expression for all that is most truly representative of our national life.

6. Only a comparatively few are recorded as recommending any essential change in the American system of broadcasting, and among those few there is little evidence of clear agreement. Against them stands the overwhelming record of how American broadcasting serves the people, a record established in large part by the testimony of those whose purpose is, in the broadest sense of the word, education.

7. That neither Congress nor the Federal Communications Commission should destroy or impair this *service to the public is the one conclusion to which the entire record leads.* It is made manifest that any system of allocation which considers the desires and special objectives of individual organizations rather than the wishes of the people as a whole would thus destroy or impair this service.

8. Nowhere in the record is it asserted that American broadcasting today rests content with its achievements; rather, it is made clear that every broadcaster looks forward to still greater service to the people who, as listeners, must always be the final arbiters. But the record is far more than a vindication of *American broadcasting; it is conclusive proof that the initiative and vital energy of a new and great American industry are rendering such a service in the broad education of our people as, on any other basis, could not possibly have been realized.*

Commercial broadcasters, it is contended, have provided facilities for non-profit broadcasting despite repeated evidence that such broadcasting often involves a considerable loss of audience. This has been done, the brief brings out, because of the broadcasters' conception of their duty to the public.

A strong plea for enactment of law which will remove statutory limitations relating to freedom of speech is made in that portion of the brief devoted to censorship. "The commercial broadcasters," it is stated, "have in general, exercised no censorship in restraint of free speech over programs in cooperation with non-profit organizations. Editorial selection is rendered absolutely necessary by the fact that broadcasting time is limited, and that a broadcaster cannot add hours to the day as a newspaper may add pages to an edition. * * *

"The entire record does not reveal evidence of a single authenticated case of censorship by any broadcasting station or network. Many programs have, of course, been refused, because of (a) lack of available time, (b) lack of public interest in the subject at the moment, (c) doubt as to the representative character of those offering programs, or (d) due regard for the law and for the reasonable decencies of public utterance.

"The record shows however, that the broadcasters have been definitely handicapped in their efforts to promote freedom of speech by the provisions of the Radio Act of 1927 and the Communications Act of 1934 regarding "profane, obscene or indecent language," and the decision of the Nebraska Supreme Court holding the broadcaster jointly liable with the speaker for libel or slander, even when the broadcaster is specifically denied all right of censorship over the material thus broadcast. * * *

"The record makes it evident that these provisions of law occasion a much closer supervision of material prepared for broadcasting than, in the interests of real freedom of speech, the broadcasters themselves desire, and that is the clearly expressed belief of the commercial broadcasters that freedom of speech can best be maintained by relieving the broadcasters of such artificial legal restrictions as do not, for example, apply in like instances to the newspapers."

On the main issue of allocations, the brief brings out that in the entire record there are no specific proposals, supported by either evidence or argument, that the Commission recommend to Congress any form of statutory allocation of a fixed percentage of broadcasting facilities. While two proposals—one by a man purported to be spokesman for the Tennessee Valley Authority, and a second by the American Federation of Labor—did suggest some form of legislation for class allocations, both were officially withdrawn from the record.

### Administrative Duty

TO SUPPORT the conclusion that there is no qualified sentiment for statutory allocations, the brief quotes Congressional debates on radio legislation over the past decade showing repeated objections to such proposals. These debates, it is held, show conclusively that students of radio legislation have always considered allocation of facilities to be an administrative and not a legislative function.

"The broadcasting industry itself," the brief continues, "has repeatedly pointed out, through the NAB, that any attempt to allocate broadcasting facilities by legislation would completely destroy the orderly system of allocation built up by the Federal Radio Commission and substitute therefor a condition of chaos in which the chief sufferers would be the American people."

### Strong Evidence

FINALLY, it is stated that since the record discloses no specific evidence or argument favoring legislative action within the scope of Section 307 (c) of the Communications Act, ordering the study of the FCC, "and contains ample and strong evidence against such legislative action, the Commission may reasonably conclude that:

"1. There is in the record no adequate basis for any recommendation to Congress favoring specific legislative action within the scope of Section 307 (c).

"2. Allocation of broadcasting facilities by Act of Congress is not in the public interest.

"3. It is assumed by those advocating any material change in existing principles and practices

(*Continued on page 42*)

We Claim a 90% Listening Audience—and Can Prove It!

WSPD

*Toledo's Only*
RADIO
STATION

*is the ONLY broadcasting station in Toledo and Northwestern Ohio, and its exclusive position in this great market places it in a class by itself.*

*The covered area consists of concentrated industrial districts, surrounded by rich agricultural communities; a market of 1,000,000 people who are ready to listen to your message and buy your product.*

A
BASIC
COLUMBIA
STATION

Representative
Jos. H. McGillvra
Room 1703
485 Madison Ave.
New York, N. Y.

STUDIOS:
Commodore Perry Hotel
Toledo, Ohio

Representative
John Kettlewell
634 Palmolive Bldg.
919 N. Michigan
Chicago, Ill.

# Retail Tie-up for Wholesaler's Spots

## A Bakery Cooperates With Its Outlets and Finds Quick Pick-up in Sales as Result of Announcements

By ROTHE D. FULKS
Sales Manager, Brown, Greer & Co., Inc., Knoxville, Tenn.

**IT WASN'T always thus, recalls a Tennessee bakery's sales manager, reviewing his radio experience. But from a bit of station salesmanship, plus some shrewd planning, there developed a profitable arrangement for station, client and client's retail outlets. How the plan worked out is an interesting success story and Mr. Fulks is in the best position to narrate it. The plan started producing the moment it was placed in operation and the bakery's sales sheets offer evidence of the results.**

MAYBE IT WAS an accident, but we prefer to say that Brown, Greer and Co. figured out a way to put local spot advertising to work in a manner that has paid for itself over and over. And how do we know it has been successful? Well, any member of the baking industry will tell you that when advertising expense shows up on the monthly sales sheet in the form of greater sales, it is usually money well spent.

But Brown, Greer and Co., makers of Kern's bread and cakes and one of the large baking plants of East Tennessee, hasn't always found radio advertising a bed of roses. As a matter of fact, we have had some hard sailing in radio's stormy seas during the past three or four years.

### Back on the Air

FOR A WHILE it looked as though we would have to give radio back to the Indians, especially after we had tried it a half dozen different ways, including sponsored musical programs, limerick contests, broadcasts direct from the city courtrooms, and other more orthodox methods of presentation. Most of these were excellent features, but at best were only builders of good will or institutional favor and never did we feel that they were profitable from a direct sales standpoint.

Our rennaisance in local radio advertising came in April, 1934, after we had put radio out of our minds. At that time on the face of some convincing facts from a representative of station WROL, we more or less hesitatingly agreed to place our account back on the air. The station practically guaranteed results on an intensive announcement campaign with a merchandising tie-up.

As a result we contracted for five announcements daily, buy only for a period of 30 days as our initial agreement. The feature clicked from the first announcement, and the results have been such that we have continued without interruption for over eight months, and at present we have no intentions of dropping this service.

### How It Worked

IN A GENERAL way the plan worked as follows: Before starting the announcements we contacted a number of retail stores in Knoxville that were stocking our line of bread and cakes, but were not as good sales outlets as we thought they should be. As an expression of cooperation with these retailers we agreed to include mention of their stores in our radio ads in exchange for certain favors on their part.

For instance, we agreed to turn over one announcement daily for a week to a certain retailer to advertise his business. The retailer then signed a contract with us agreeing to feature our products during the week his announcements were given, to display Kern's bread and cakes, and to let us designate the position of the display in the store. He further agreed to call his store personnel together and let our sales manager go over the whole plan with them, and to have all clerks call Kern's products to the attention of all phone calls, house calls, and store customers. In addition, the retailer agreed to give us a statement of all the brands of bread and cakes sold during the month.

### Sales Augmented

THE ANNOUNCEMENTS gave the name and address of the store, a mention of its owner and the personnel, also a brief history of the store, and in conclusion an invitation to the public to visit the store and to see the Kern's display. In that way the plan was neither a violation nor infringement of bakery or broadcasting codes.

At first it might seem that the station would lose the business of the retailers who participated in these announcements as they could get them free in this manner. Such is not the case, however, because practically all the retailers to whom we have extended this service have been too small to be considered profitable prospects by the station. They would be extremely submarginal.

It is the opinion of WROL that their sales have been augmented, at least in a small way, as some of the participating retailers have entered into small contracts with the station, and inquiries have been received from two or three other food manufacturers as to the cost of such a service.

### Beneficial Results

AS WE LOOK back on our experience with this particular broadcast-merchandising tie-up, we can see how it has been of benefit to us in at least five different ways:

1. The announcements have given us direct advertising for Kern's bread and cakes.

2. Increased general sales in the retail stores featured have naturally resulted in increased sales of our products.

3. The store displays and increased interest on the part of the store personnel in Kern's products accounted for additional sales.

4. The summary of sales for the month furnished us by the retailer show our own sales against those of our principal competitors in this particular store. The information here is of great potential value as it is an index to comparative sales with other competing brands in various points throughout the city. In the stores where we are weak in sales, we can immediately begin to study the particular situation and to do what we can to boost our sales.

5. The "gift" of these announcements to the retailer is an expression of interest on our part, and is a means of gaining the lasting good will of the storekeepers.

MR. FULKS

At the rate of five stores a week we have already put more than a hundred retailers on the air via WROL, and we are now extending this service to our accounts radially out of Knoxville, having found it successful in distances up to 50 miles, with accounts at greater distances in our future plans.

Our experience with this particular type of radio advertising has been eminently successful, and has shown us conclusively that there is a profitable place for radio in our advertising budget.

---

KIUJ are the call letters assigned the new local station at Santa Fe, N. Mex., authorized Nov. 13 by the FCC to operate on 1310 kc., unlimited time with 100 watts. The licensee is J. H. Speck.

# Selling Indirectly Through Broadcast Profits Cemetery

## Los Angeles Firm Has Neat Plan of Radio Promotion

SELLING cemetery lots by radio involves delicate programming, but it is being done, and successfully too, by Inglewood Fark Cemetery Association of Los Angeles, which put on its four hundredth broadcast Nov. 8 over KHJ, Los Angeles. It is one of the oldest of all sponsored programs.

The success story of Inglewood starts with the birth six years ago of an advertising idea that has been so successful that it has not been changed materially since its inception. Similar concerns throughout the nation have written to Inglewood's agency, the Advertising Arts Service, seeking details and permission to mould it to their own needs.

### Program Problems

BASICALLY, the plan was a radio concert with little sales talk and direct selling, yet one that would create an increasing amount of community good will. Working from this plan, the organization first took to the air on Labor Day, 1928, with two programs of recorded programs weekly. After a few weeks, live talent was substituted and a half-hour program broadcast once weekly, a policy that has not been interrupted.

Frederick Stark, present conductor of the orchestra, joined the program in the latter part of 1930 and has arranged each broadcast since that time. The programs are built around a theme selected at least a month ahead to give the conductor time to choose numbers and arrange them.

Programming has been centered on a definite appeal without an oversupply of direct selling, says Paul R. Winans, radio manager of Advertising Arts Service, who has handled the program from the beginning. "The program uses three well-chosen, one-minute commercials," he explains, "opening, middle, and closing. With few exceptions, we have adhered to the policy of presenting an all-musical program in the proven belief that we in this manner gain a maximum of good will from the community in which we are located."

### The Sales Aspect

AS TO THE SALES value of the program, V. H. Nee, sales manager of Inglewood, says:

"Our job is to sell adults in their homes, the major problem being to gain access and be accorded the opportunity for making a proper presentation. We believe our radio concerts provide the introduction needed, and their influence in completing sales is voiced by our salesmen, who consistently report voluntary comments from prospects expressing their appreciation of the broadcasts."

No other form of advertising is used by the Inglewood Park Cemetery Association, except newspaper notices put in all the metropolitan papers the day of the broadcast.



XUM

*We are proud tha o*
*is the greatest broadcasti*

*We are happy in the*
*is accepted as the next h*
*Cincinnati market*

L.B.W

XUM

*a our neighbor WLW*
*asing station in the world*

*e tribute that WCKY -*
*t choice for covering the*

.B WILSON

XUM

# BROADCASTING
and
Broadcast Advertising

*Published Semi-Monthly by*
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EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager


## The Cost of Radio

NOW, more than ever before, national advertisers are hungry for facts about radio. This was strongly evident at the ANA convention in Atlantic City. The amazing accomplishments of numerous manufacturers who have used the air judiciously has had the effect of arousing intense interest in radio among practically all users of advertising space.

It was only natural that these national advertisers, as a group, should deplore the high cost of radio, particularly talent. After all, they are the folks who foot the bill, and they are out to strike the best bargain they can. They have been battling incessantly with publishers over space rates based on bloated circulations. At present they are arguing with agencies about fixed compensation. And now they have thrown out strong hints that radio costs too much, mainly because of the high price of good talent.

The product that the station and the network has to offer is time—the equivalent of white space in the newspaper or magazine. It is up to the advertiser himself to select his "copy" in both instances.

But on the subject of the alleged "high cost" of radio, we think the ANA might dig back into its records of only last Summer and pull out its survey titled *Trend of Media Rates in Relation to Circulation and Cost of Commodities.* In that survey, the ANA said unqualifiedly that radio is the best dollar-for-dollar advertising buy. It brought out that newspapers and magazines had decreased circulations in spite of their "forcing methods" while the cost of reaching this circulation had increased since 1929. But in the case of radio over the same period, there was a 50 per cent increase in "circulation," while the cost of reaching per 1,000 families decreased 10 per cent!

With that, we pass the ball to ANA.

## Guiding the Child

BOYS will be boys and girls will be girls, when it comes to what they like in the way of radio entertainment. Apparently radio programmers and children know what is best for the adolescent mind, judging by the concensus of the symposium held in New York last month by the Child Study Association of America.

Of particular interest to broadcasters, agencies and advertisers was the lack of adverse criticism directed against programs to which children are attracted. Most of the criticism was aimed at parents who try to stuff their own likes and dislikes down young ears.

Pointed out frequently was the fact that childish inclinations naturally run toward certain types of music, slap-stick comedy and crime stories—and apparently there isn't much to do about it. Obviously educational programs were declared to defeat their own purpose, whereas much that is educational and instructive can be made attractive to children, if properly presented. Incidentally, a few darts were directed toward parents who blame radio for their own poor handling of family discipline.

Hope for an easing of the situation is found in the deserving plan to establish a central agency for the study of matters relating to broadcasts for children.

## In Self Defense

WILLIAM RANDOLPH HEARST once remarked that a great disappointment of his journalistic career was his failure to get into radio on the ground floor. The public, he is reputed to have said, is often too lazy to read; it would prefer to listen. In other words, this important publisher attested to what every radio executive knows—the public is more ear-minded than eye-minded. Hence much of the great success of radio as an advertising medium.

Hence also Mr. Hearst's own belated zeal in getting into radio. His fifth and latest station acquisition is WBAL, Balimore, which he has purchased from the local power company. The recognition of radio's value as a medium of "audible journalism", not only by Mr. Hearst but by former Gov. Cox, who publishes newspapers in Dayton and Miami, let alone the scores of other publishers now in radio or trying to break in, is one of the clearest endorsements of the efficacy of the radio medium yet given.

## 4,000,000 Words

MORE than 4,000,000 words of evidence about broadcasting, gathered during hearings which lasted from Oct. 1 to Nov. 12, are before the FCC. Upon that record it will base its report to Congress next February in reply to the mandate that it recommend whether Congress, by statute, should allocate fixed percentages of broadcasting facilities to non-profit services.

As ably pointed out in the NAB brief, not a solitary concrete proposal was made to the FCC for statutory allocations. The two such projects that did make their appearance were stricken from the record by order of the executives of the organizations first placed on record as supporting them.

On such a record it seems that the FCC can do no more than recommend retention of the status quo in broadcasting, since complete satisfaction was expressed by all qualified groups with the degree of educational, religious and other cultural service provided. All will agree that there is need for greater cooperation between broadcasters and educators, and that is recommended by the broadcasting industry itself in the brief.

It is rather strange that the small Morgan group of educators, who agitated the very issue upon which the hearings were based, failed to take advantage of the opportunity to file a brief supporting their arguments. Was it because they have despaired of any hope of achieving their purpose after their appallingly weak showing or because Mr. Morgan's wings have been clipped?

## The RADIO BOOK SHELF

TWO highly-informative booklets dealing with the problem of education by radio have just been published by the University of Chicago Press, as part of the series sponsored by the National Advisory Council on Radio in Education. One, *Widening Horizons*, by Frederic A. Willis, newly appointed assistant to William S. Paley, CBS president, deals with opportunities, responsibilties and problems of education by radio.

The second takes up the problems confronting institutional stations and consists of articles by C. M. Jansky, Jr., consulting radio engineer; R. C. Higgy of Ohio State University, and Morse Salisbury, Chief of Radio Service, U. S. Department of Agriculture. It is titled *The Problem of the Institutionally Owned Station.* The price of the first-named booklet is 25 cents, the second 40 cents.

STORIES based on the "K-7" spy drama heard over NBC networks for the last two years, are now being put in permanent form. Burke Boyce, NBC continuity editor, who has been dramatizing for the microphone these absorbing and authentic stories of intrigue during the world war, has turned 16 of his best dramatizations into narratives which the Appleton-Century Co., New York, will publish in book form under the title *K-7—Spies at War.* "K-7," in reality George E. Zimmer, who supplied the material for the stories, is a former star operative in an intelligence branch of the United States Government and himself has witnessed war conspiracies in 20 foreign countries. He will preface each of the 16 narratives, telling the source and circumstances of each story.

METHODS of evaluating audience compilation are described in a book *Measurement in Radio*, by the late F. H. Lumley, of the Bureau of Educational Research, Ohio State University. Described are general and special measurement methods as well as how to analyze them. An appendix contains supplementary notes and a bibliography. The book is published by the Bureau and the price is $1.

# We Pay Our Respects To—

FRANK ERNEST MULLEN

CULMINATING eight years of stewardship devoted to the radio interests of America's farm population of some 53,000,000, Frank Ernest Mullen moves from his post as director of agriculture of NBC to that of official in charge of public relations and advertising of RCA, parent company.

With his promotion, effective Dec. 3, he will transfer his headquarters from Chicago to Radio City in New York. His activity among farmers and farming organizations will be turned over to others. Instead, he will direct the public relations activities in all fields of RCA endeavor, with supervision also over the subsidiaries, including NBC, RCA Victor, RCA Communications and Radiomarine Corporation of America.

Frank Mullen numbers among his intimate friends more of the "dirt farmer" element in this country than perhaps any other individual in radio. He calls several members of the cabinet by their first names, and in previous administrations his associations and contacts were much the same. Six years ago he planned and launched the National Farm and Home Hour which has been radio's outstanding noon-time farm institution.

Big, broad-shouldered and good-natured, Frank Mullen assumes his new post with an excellent background both in journalism and radio. His start in journalism began in his school days, during summer vacations, and he began in radio in 1923. He also took flings at the advertising and circulation ends of farm papers during his days as a newspaper fledgling. In his new post he takes over the work of Glenn I. Tucker, director of public relations, who resigned last month.

Mullen was born on a farm near Clifton, Kan., Aug. 10, 1896, the son of Sam and Nellie (Hacks) Mullen. His father was a lawyer and had served as a county judge. While he was still an infant, the Mullen family moved to Presho, S. D., and there he attended country school. High school days were spent at Mitchell, S. D., about 100 miles away, and during the summer he worked on farms for his board. Selecting a career in "agricultural journalism," he enrolled at Iowa State College at Ames, and was graduated in 1922 with a B. S. degree in agricultural journalism. Two other figures prominent in radio matriculated at the same school. They were Frank M. Russell, NBC vice president in Washington, and Harry C. Butcher, CBS Washington director.

While in college, Frank Mullen served as assistant editor of the *Swine World*, in Des Moines, and later as editor of the *Nevada* (Ia.) *Representative*, a weekly. Other practical journalistic experience acquired by the young agriculturist included work on the *Ames Tribune*, a daily, and service as the school publicity man under the John Clay publicity scholarship. He was president of the publication board of the college during his senior year, and also served as president of Sigma Delta Chi, honorary journalistic fraternity, during his senior year.

Young Mullen's campus activity was interrupted upon the entry of the United States into the world war. He enlisted in the army in May, 1917, and went overseas in September of the same year as a private in the 10th Engineers. Upon his return in February, 1919, he re-enrolled to complete his work at Ames.

His first job after receiving his diploma was that of organizing a farm page for the *Sioux City* (Ia.) *Journal*. After a year, he accepted a post with the *National Stockman & Farmer*, a weekly farm paper published in Pittsburgh. Reporting March, 1923, he found his assignment was that of organizing a radio broadcasting service for farmers—the first of the kind ever undertaken in the country. "I didn't know a radio from a chick hatchery," Mullen told his chief, but he was instructed to go ahead just the same.

He arranged a program tie-up with KDKA, the first station to begin operation on regular schedule and one of the few stations then licensed. The program took hold at once and other stations began similar services.

For three years Mullen served

(*Continued on page 36*)

# PERSONAL NOTES

BERNARD J. PROCKTER, general manager of CBS owned and operated stations, and Miss Ruth Rosenthal, of New York, were secretly married Nov. 19 in New York. The bride is a daughter of the late Julius C. Rosenthal, general manager of ASCAP, which he helped to found. They are honeymooning in Florida.

WESLEY M. ANGLE, vice president of the Stromberg-Carlson Telephone Manufacturing Co., which operates WHAM, Rochester, has been elected to the presidency of that company, succeeding W. Roy McCanne, who died Nov. 5. George A. Scoville was elected vice president and general manager, and Lee McCanne, son of the late president, was elected company director and secretary.

EDGAR KOBAK, NBC vice president, and Janet MacRorie, in charge of checking commercial programs on NBC, are among the lecturers in the sixth annual course in advertising sponsored this fall by the Advertising Women of New York, Inc.

EDWARD PETRY, president of Edward Petry & Co., station representatives left New York Nov. 14 for a six-week business trip that will carry him to the Pacific coast.

DON MILLER, of the sales staff of ABS, and Mrs. Miller, became the parents of a 7-pound son Nov. 14.

JOHN KAROL, CBS research director, addressed the American Society of Public Accountants and Auditors at the Advertising Club in New York Nov. 14. His topic was "Measuring the Listening Audience."

LAMBDIN KAY, manager of WSB, Atlanta, has been appointed to the Christmas Clearing House Committee of the Atlanta Social Welfare Council.

C. L. MENSER, NBC production manager at Chicago, recently addressed the Missouri State Teachers Association at Kansas City on "Diction in Connection With Broadcasting." He had just concluded production of the National Corn Husking show at Fairmont, Minn.

FREDERICK R. HUBER, director of WBAL, Baltimore, has been named to direct the inaugural ceremonies for Harry W. Nice, Governor-elect of Maryland, set for Jan. 9. Mr. Huber also is municipal director of music for Baltimore.

THOMAS HARRISON, formerly on the sales staff of Honolulu stations, has joined the staff of Radio Release, Ltd., transcription producers, to handle local sales. L. C. Leslie, script writer, also has joined the staff and will direct sales in outying territory.

GEORGE D. HAY, for several years publicity director of WSM, Nashville, and noted as "The Solemn Old Judge," has been named to organize the WSM Artists Service. E. M. Kirby, former newspaperman and for several months director of the educational department of the National Life and Accident Insurance Co., operating WSM, succeeds Mr. Hay.

JERE O'CONNOR, of the sales staff of KFWB, Hollywood, left late in November with his wife for a vacation to Costa Rica, Honduras and Venezuela.

WILLIAM WARNER, formerly in charge of the classified sales force of WAAB, Boston, has been promoted to general sales manager, succeeding Archie Gillis, resigned.

GEORGE L. YOUNG, instructor at the University of Toledo, has joined the staff of WSPD, Toledo, to handle public relations, statistics and merchandising.

J. A. HENNESSEY, Los Angeles, has joined the sales staff of KDYL, Salt Lake City.

G. O. BURKE has joined the sales staff of KHJ, Los Angeles.

CRAIG LAWRENCE, formerly sales manager of KSO, Des Moines, has been transferred to WMT, Waterloo, Ia., as general manager. Charles Gussman, formerly with KMOX, St. Louis, and more recently with KSO, has taken over duties of program director of WMT.

MORTIMER C. WATTERS, commercial manager of WHEC, Rochester, has been appointed a lieutenant in the Army Reserve Corps.

P. H. PUMPHREY, formerly with Fuller & Smith & Ross, Inc., New York, as radio director, has joined the production department of NBC in New York.

CLYDE L. WOOD, formerly with WGAR, Cleveland, and WHAM, Rochester, on Nov. 15 returned to WJAY, Cleveland, as commercial manager. He was on the WJAY staff in its early days, having been a musical composer and entertainer.

FRANK LUNDQUIST, manager of WCFL, Chicago, Republican candidate for the office of clerk of the criminal court, was defeated in the Cook county Democratic landslide.

J. CLARENCE MYERS, former radio editor of the *San Francisco Call-Bulletin*, has been appointed director of special publicity for MacGregor & Sollie.

JOHN E. HASTY, production manager of MacGregor & Sollie electrical transcription studios, San Francisco, after several weeks illness, has returned to his desk.

PAUL MEYER, formerly vice-president of World Broadcasting System, is now associated with a film-producing enterprise at 551 Fifth Ave., New York, called "Onto New York, Inc," which will produce industrial talking pictures.

BURRIDGE D. BUTLER, president of WLS, Chicago, was host recently to 50 at a stag dinner at the Union League Club of Chicago. Problems of weather broadcasts were discussed, with Federal officials and farm experts taking part.

ROSCOE (BOB) BARRETT, assistant manager of the order department of Blackett, Sample and Hummert, Inc., Chicago, is the father of a third daughter, born November 14. She has been named Judith Waller Barrett, after Judith Waller, educational director for NBC in Chicago, with whom Barrett worked in the NBC World's Fair office.

ARTHUR G. PEARSON, formerly with the purchasing department of A Century of Progress Exposition, has replaced Al Nackerud, resigned, as NBC Chicago purchasing agent.

W. L. ROTHENBERGER, formerly Atlanta district sales manager of the RCA-Victor centralized sound department, has been named manager of the department, according to G. K. Throckmorton, executive vice president of RCA-Victor Co. The company is preparing to expand its activity in this field.

BARRY T. RUMPLE has been transferred from New York to the Chicago NBC statistical department.

EARL ROSS has joined the sales staff of Radio Productions, Inc., Los Angeles.

## Charles Gabriel, Jr.

CHARLES GABRIEL, Jr., 43, who as feature editor of the *Chicago Tribune* was credited with helping bring out "Sam 'n' Henry," now Amos 'n' Andy, died Nov. 14 at the San Francisco Veterans' Hospital. At one time he was editor of *Popular Mechanics*. Moving to California for his health, he was program manager of NBC for several years and then for two years program manager of KNX, Hollywood. He retired from radio work two years ago because of tuberculosis, to which he succumbed.



XUM

# WE BLANKET THE SOUTH like a handkerchief!

Draw a circle with a radius of 5000 miles around Louisville. That's only part of the territory we *don't* cover .... What we *do* cover is the million people who live in and near Louisville—420,000 of them virtually within sight of our tower, to whom WAVE brings an astonishing percentage of NBC's best programs. May we elucidate?

*National Representatives:*
*FREE & SLEININGER, INC.*

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.


## BEHIND THE MICROPHONE

HAROLD FAIR, former manager of WBEN, Buffalo, and for the last year in the radio department of Bozell & Jacobs, Omaha agency, has joined WHO, Des Moines, and WOC, Davenport, Ia., in charge of programs.

WALLACE BUTTERWORTH, who handled "Gossip Behind the Microphone" earlier in the year over a CBS network, will return with the same program on an extended CBS network three times weekly beginning Dec. 3.

JOE RIPLEY, formerly with WDBJ, Roanoke, Va., has joined the announcing staff of WTIC, Hartford, replacing Paul Munroe, who has joined the NBC stations, WRC and WMAL, Washington.

EUGENE CARR, program director of WGAR, Cleveland, has been selected by the Cleveland Advertising Club as its lecturer on radio in its annual advertising school.

DON GORDON has returned to the announcing staff of KMOX, St. Louis.

WARREN SWEENEY, announcer at WJSV, Washington, is the father of a son, born Nov. 15.

ROBERT YOUSE, former announcer at WMAL, Washington, has joined the staff of WRBX, Roanoke, Va. His place was taken by Paul Munroe, formerly with WTIC, Hartford.

C. LAWRENCE SHERWOOD, announcer and director of voice at KMBC, Kansas City, is the father of a son, born in November.

STUART AYERS, NBC continuity writer and Robert H. Eckersley, entertainment director of the British Broadcasting Corp., have collaborated on a popular song titled "Just One Kiss." Ayres wrote the lyrics and Eckersley the tune.

**CHARITY DRIVE—During the Kansas City Charity Drive last month, two of that city's stations—WHB and WDAF—broadcast the event from Convention Hall. Seen here is the improvised control room used by the stations. Left to right are V. S. Batton, assistant director, WDAF; Joe Flaherty, WDAF engineer; Conrad H. Mann, vice president, Kansas City Chamber of Commerce; Carl Brick, secretary, Cooperative Club, International, acting as WHB's special Charity Drive announcer; and H. E. Goldenberg, WHB chief engineer.**

EARL HARPER, news and sports announcer of WINS, New York, has been elected an honorary member of the American Legion for his work in organizing the "Friends of the Veterans Club," which supplies books, puzzles, playing cards, etc., to the veterans and money and clothes to their families.

DON FORBES, formerly program director of CJOR, Vancouver, has joined the announcing staff of KHJ, Los Angeles.

H. BOCKER McCLAY, formerly with City News Service, Los Angeles, now is a member of the press department of KHJ, Los Angeles.

BILL SHARPLES, conductor of the breakfast program on KNX, Hollywood, and Mrs. Sharples are parents of a daughter, born Nov. 14 in the Cedars of Lebanon Hospital, Los Angeles.

BEN DECKER, formerly with several Florida stations, has joined WGAR, Cleveland, as an announcer and production man.

KEN KENNEDY, program director at WDAY, Fargo, N. D., for several months, also has been given the duties of production manager.

ANTHONY KOELKER, recent graduate of Iowa State College, has joined the NBC press relations department in Chicago in charge of farm press.

HARRY BUBECK, on the Chicago NBC page force for two years, was recently promoted to the junior production department.

AL SHORT, Chicago NBC production man, has returned to duty after a leave of absence occasioned by a nervous breakdown.

WILLIAM McGRATH, for the last two years an announcer with WFBL, Syracuse, N. Y., on Nov. 1 joined the announcing staff of WNAC, Boston. Leo Bolley, formerly program director of WESG, Elmira, N. Y., has replaced him at WFBL.

CHARLES GUSMAN, formerly with KSO, Des Moines, KMOX, St. Louis and KFRU, Columbia, Mo., has been named program director of WMT, Waterloo, Ia.

FRANK GALVIN, after more than six months as continuity writer and producer for KJBS, San Francisco, has resigned. Prior to coming to KJBS, he was manager of KTAB's San Francisco studios.

HARRY SUTTON, former program director of CKLW, Detroit, has joined the production staff of WXYZ, Detroit.

WILLIAM WREN, formerly connected with the De Forest Crossley Corp. at Toronto, has been appointed director of CKGB, Timmins, Ont.

MARTIN GOSCH, radio editor of the *Camden (N. J.) Courier-Post*, has resigned to become publicity manager of the Arcadia Club in Philadelphia.

DON McNEILL, Chicago NBC announcer, is the father of a 7 pound 9½ ounce son, Thomas Bennett McNeill, born at St. Luke's hospital, Oct. 28. Mrs. McNeill formerly was Katherine Bennett.

LARRY DAVIDSON, formerly with WTAX, Springfield, Ill., and KFRU, Columbia, Mo., has become staff announcer at WAAF, Chicago, replacing Dick Morenus, who will devote all of his time to script writing.

MILDRED TORRELL, secretary-assistant to Holland Engle, CBS program manager in Chicago, has announced her engagement to Irving Anderson, of Evanston, Ill.

### Two Join Southwest

LEE ARMER, president of the Southwest Broadcasting System, announces the addition of KWKH, Shreveport, La., and KGRS, Amarillo, Tex., to the Southwest Network, bringing that group's affiliations to a total of 12. The addition of KWKH gives Southwest its first Louisiana outlet, nine of its affiliated stations being in Texas and one each in Oklahoma and Arkansas.

VIRGINIA PAYNE, NBC actress heard on the "Ma Perkins" broadcasts for Procter & Gamble Co. (Oxydol), has been elected president of Omega Upsilon, national professional dramatic sorority.


Chesterfield
Chas. H. Fletcher
CASTORIA
Old English Wax
Libby's
PHILCO
VICKS VAPORUB
CHEVROLET
Ford
Grape-Nuts

through

WGST
ATLANTA

these advertisers and many more are capitalizing on station popularity in Atlanta's rich concentrated area. . . .

Ross Federal Survey accredits largest consistent local radio audience to WGST.
WGST reaches throughout Atlanta's trading area which contains:

45% of Georgia's entire population; earns 56% of Georgia's spendable money; makes 51% of Georgia's retail sales; makes 61% of Federal income tax returns of state.

PAUL H. RAYMER
Representatives
New York Chicago San Francisco



WFBC
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

## IN THE CONTROL ROOM

ROBERT F. SCHULZ, of the engineering department of WDAY, Fargo, N. D., is the father of a son born in November.

LUTHER BULLINGTON, operator at WBT, Charlotte, N. C., is recovering from an appendicitis operation.

K. G. ORMISTON, chief engineer of KNX, Hollywood, and Jack Adams, in charge of radio on the Hearst Ranch, San Simeon, have been appointed to the advisory consulting board of Universal Microphone Co., Inglewood, Cal.

NED NOLAN has been added to the technical staff of WGAR, Cleveland, as relief operator.

JERRY McGEE, sound expert of the NBC San Francisco studios, has been transferred to the new NBC studios in Hollywood. He was succeeded by James Lyons, with Ewart Phair as assistant.

## Studying Radio City

NINETEEN countries have sent delegations, committees, or investigators to study Radio City, during its first year, and to find out how it was built, how it runs on split-second schedules, and how the programs are fed to the coast-to-coast NBC networks. According to O. B. Hanson, NBC chief engineer, foreign engineers are interested mostly in the accoustical control system, multiple switching system to shift programs instantaneously from one place to another, and the system of pre-setting network hook-ups to await the mere push of a button.

## I. R. E. Elects for 1935

Mr. Ballantine

STUART BALLANTINE, of the Radio Frequency Laboratories at Boonton, N. J., has been elected president of the Institute of Radio Engineers for 1935, succeeding C. M. Jansky, Jr., of Washington. The mail vote of the I. R. E. membership also showed that Dr. Heinrich Barkhausen, of Germany's Dresden Technical Institute, had been elected vice president, with the following named directors for three-year terms: E. L. Nelson, radio development engineer, Bell Laboratories; Haraden Pratt, chief engineer, Mackay Radio & Telegraph Co., and L. E. Whittemore, A. T & T. Co.

## RCA Hollywood Changes

WITH the arrival in Los Angeles of E. M. Hartley, head of the service department of RCA Victor Co., at Camden, N. J., changes in the RCA Victor Hollywood branch staff were effected in November. G. Harold Porter, vice president in charge of the branch and a veteran radio man, has returned to San Francisco in charge of RCA Communications, Inc. G. H. Hall, general manager, has resigned. Managerial duties were divided among the administrative staff pending the appointment of a new chief executive.


KSD

A DISTINGUISHED BROADCASTING STATION

FIRST in Listeners' Survey

Question cards sent to 5000 radio listeners in the St. Louis area brought 1702 replies. Two of the questions and the reply tabulations follow:

"What is your favorite Radio Station—

| "Day Time?" | Replies: | "Night Time?" | Replies: |
|---|---|---|---|
| KSD | 40.7% | KSD | 55.0% |
| KMOX | 28.7% | KMOX | 20.0% |
| KWK | 17.8% | KWK | 14.3% |
| WIL | 8.2% | WIL | 5.4% |
| No Favorite | 4.6% | No Favorite | 5.3% |

*For 24 months KSD has shown uninterrupted gains in local and national spot advertising.*

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

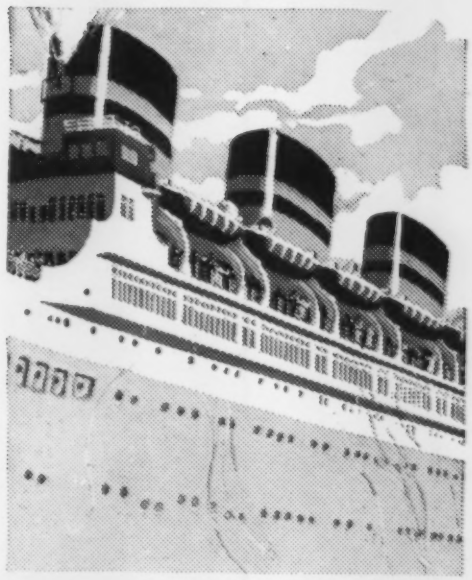
New York Chicago Detroit San Francisco



"Pleasure-Planned"

FURNESS

Vacations



to

BERMUDA

BRILLIANT crowds, brilliant ships, brilliant Bermuda! For short cruises or long vacations, people who know are choosing this superb island resort . . . and traveling "Furness" as a matter of course. For only on the magnificent "Queen of Bermuda" or "Monarch of Bermuda" are they sure of having a private bath even at minimum—as well as the whole catalog of entertainment features concentrated in the Furness "pleasure-plan." $250,000 dance decks, great sports decks, tiled swimming pools, night clubs, cocktail bars, ship-to-shore phones—not to mention the delicious meals and the sea-going shipboard atmosphere for which Furness is noted. Frequent sailings direct to Hamilton.

THE IDEAL CONVENTION CHOICE

Nothing finer than a "Furness" Convention . . . at sea on one of these great vessels—ashore at a leading Bermuda hotel! Every facility for conducting business afloat—including meeting rooms, etc. In Bermuda—golf, tennis, swimming, fishing—gay hotel and resort life at its best!

For information and reservations apply authorized travel agents or Furness Bermuda Line, 34 Whitehall St. (where Broadway begins), New York

FURNESS LEADS THE WAY TO BERMUDA




XUM

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations**

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WDAY, Fargo, N. D.

East Shift Mfg. Co., Des Moines (Easy-Shift), 13 *ta*, thru Battenfield & Ball, Des Moines.
La Gerardine, Inc., New York (cosmetics) 52 *t*, thru World Broadcasting System, N. Y.
Lur-Eye Products, Inc. (eye lotion) 13 *t*, thru World Broadcasting System, N. Y.
Remsen Corp., New York (Aspirin-Plus) 26 *t*, thru World Broadcasting System, N. Y.
Kellogg Co., Battle Creek (cereal) 6 *sa*, direct.
Northwest Fuel Co., Minneapolis (Chemacoal) 104 *ta*, thru Critchfield-Graves Co., Minneapolis.
Panda Briquet Co. (P. & A. briquets) 52 *sa*, thru Erwin, Wasey & Co., Inc., Minneapolis.
Skelly Distributors, Moorhead, Minn. (oil and gas) 130 *t*, direct.
Benjamin Moore Paint Co., New York, 26 *sp*, direct.
Land O'Lakes Creameries, Inc., Minneapolis 2 *sa*, thru Campbell-Mithun, Inc., Minneapolis.
Sisalkraft Co., Chicago (building paper) 18 *sa*, thru Russel T. Gray, Inc., Chicago.
Acme White Lead and Color Works, Detroit (Lin-X) 26 *sp*, thru Henri, Hurst & McDonald, Inc., Chicago.
Mantle Lamp Co. of America (Aladdin lamps) 2 *sp*, thru Philip O. Palmer & Co., Inc., Chicago.
Chicago School of Music (instruction) 10 *sp*, direct.
General Mills, Inc., Minneapolis (Wheaties) football game, thru Blackett-Sample-Hummert, Inc., Chicago.

### WGAR, Cleveland

Frankfort Distilleries, Inc., Louisville (Four Roses, etc.), 13 *sp*, thru Young & Rubicam, Inc., N. Y.
Numismatic Co. of Texas, Fort Worth (coin collector) 4 *sp*, thru Guenther-Bradford & Co., Chicago.
The Pathfinder, Washington, D. C. (magazine), 13 *sp*, thru First United Broadcasters, Chicago.
Vick Chemical Co., Greensboro, N. C. (Vatronol), 78 *t*, and 36 *sa*, thru Morse International, Inc., N. Y.
Norwich Pharmacal Co., Norwich, N. Y. (Unguentine) 26 *sa*, thru Lawrence C. Gumbinner Co., N. Y.
Standard Oil Co. of Ohio, Cleveland (Super-Pyro) 13 *sa*, thru McCann-Erickson, Inc., Cleveland.
Maryland Pharmaceutical Co., Baltimore (Rem) 52 *sa*, thru Jos. Katz Co., Baltimore.
Golden Specific Co., Cincinnati (medicine), 26 *sa*, thru H. W. Kastor & Sons Co., Inc., Chicago.
Bunte Bros., Chicago (candy), 164 *sa*, thru Fred A. Robbins, Inc., Chicago.

### WFAA-WBAP, Dallas-Fort Worth

J. G. Dodson Co., Atlanta (Mentodene), 5 *sa*, thru Ruthrauff & Ryan, Inc., N. Y.
Mantle Lamp Co., Chicago (Aladdin lamps), 13 *t*, thru Philip O. Palmer & Co., Inc., Chicago.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, Inc., N. Y.
Iowa Pearl Button Co., Muscatine, Ia. (Blue Bird buttons), 52 *sa*, thru Beeches Advertising Co., St. Louis.
Welch Grape Juice Co., Westfield, N. Y., 3 weekly *t*, thru H. W. Kastor & Sons Advertising Co., Inc., Chicago.
Gardner Nursery Co., Osage, Ia., 6 weekly *t*.

### KSTP, St. Paul

Central Shoe Co., St. Louis (Robin Hood shoes), 52 *t*, thru Jimm Daugherty, Inc., St. Louis.
Chicago & Northwestern R. R., St. Paul, 13 *sa*, thru David, Inc., St. Paul.
Chieftain Mfg. Co., Baltimore (shoe polish), 45 *sa*, thru Van Sant, Dugdale & Co., Inc., Baltimore.
J. A. Folger Co., San Francisco (coffee), 4 *sa*, thru Blackett-Sample-Hummert, Inc., Chicago.
French Lick Springs Hotel Co., Ind. (Pluto water), 15 *t*, thru H. W. Kastor & Sons Co., Inc., Chicago.
A. C. Gilbert Co., New Haven (Erector toys), 8 *t*, thru Charles W. Hoyt Co., Inc., N. Y.
Ironized Yeast Co., Atlanta, 52 *t*, thru Ruthrauff & Ryan, Inc., N. Y.
Johns-Manville, Inc., New York (building material), 13 *t*, thru J. Walter Thompson Co., N. Y.
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.
Maryland Pharmaceutical Co., Baltimore (Rem), 26 *sa*, thru Joseph Katz Co., Baltimore.
Mid-Continent Petroleum Corp., Tulsa, Okla., 13 *t*, thru R. J. Potts & Co., Kansas City.
Northwestern National Life Insurance Co., Minneapolis, 8 football games, thru Hutchinson Advertising Co., Minneapolis.
Omega Chemical Co., Brooklyn (Omega oil), 65 *sa*, thru Husband & Thomas Co., Inc., N. Y.
Scott Paper Co., Chester, Pa. (tissue), 14 *sa*, thru J. Walter Thompson Co., N. Y.
Shell Petroleum Corp., St. Louis, 9 *sa*, thru J. Walter Thompson Co., N. Y.
U. S. Tobacco Co., New York, 52 *t*, thru McCann-Erickson, Inc., N. Y.
William R. Warner & Co., Inc., New York (Sloan's liniment), 26 *t*, thru Cecil, Warwick & Cecil, Inc., N. Y.

### WOAI, San Antonio

Willard Tablet Co., Chicago, 39 *ta*, thru First United Broadcasters, Chicago.
Coleman Lamp & Stove Co., Wichita (lamps) 26 *ta*, thru Ruthrauff & Ryan, Inc., Chicago.
Mantle Lamp Co. of America, Chicago (Mantle lamps) 13 *t*, thru Philip O. Palmer & Co., Inc., Chicago.
Welch Grape Juice Co., Westfield, N. Y., 32 *ta*, thru H. W. Kastor & Sons Co., Chicago.
Geppert Studios, Des Moines (photo enlargements) 6 *t*, thru Norwest Radio Advertising Co., Seattle.

### WPTF, Raleigh, N. C.

Knox Co., Kansas City (Cystex) 26 *t*, thru Dillon & Kirk, Kansas City.
Vick Chemical Co., Greensboro, N. C. (Vatronol), 78 *t*, and 36 *sa*, thru Morse International, Inc., N. Y.
Norwich Pharmacal Co., Norwich, N. Y. (cold cure), 24 *sa*, thru Lawrence C. Gumbinner Advertising Agency, N. Y.
United Drug Co., Boston (Rexall products), 5 *t*, thru Spot Broadcasting, Inc., N. Y.

### KFRC, San Francisco

Adlerika Co., St. Paul (laxative), 2 weekly, *t*, thru St. Paul Advertising Co.
Libby, McNeil & Libby, Chicago (food) 3 weekly, *t*, thru J. Walter Thompson Co., Chicago.
Congoin Co., Los Angeles (tea), 6 weekly, *t*, thru Lockwood-Shackelford Co., Los Angeles.

### KMAC, San Antonio

Bost, Inc., New York (Bost Tooth Paste) 1260 *sa*.
Shefford Cheese Co., Inc., Syracuse 132 *sa*.
Smithfield Ham & Products Co., Smithfield, Va. (deviled ham), 26 *sa* direct.

### WESG, Elmira, N. Y.

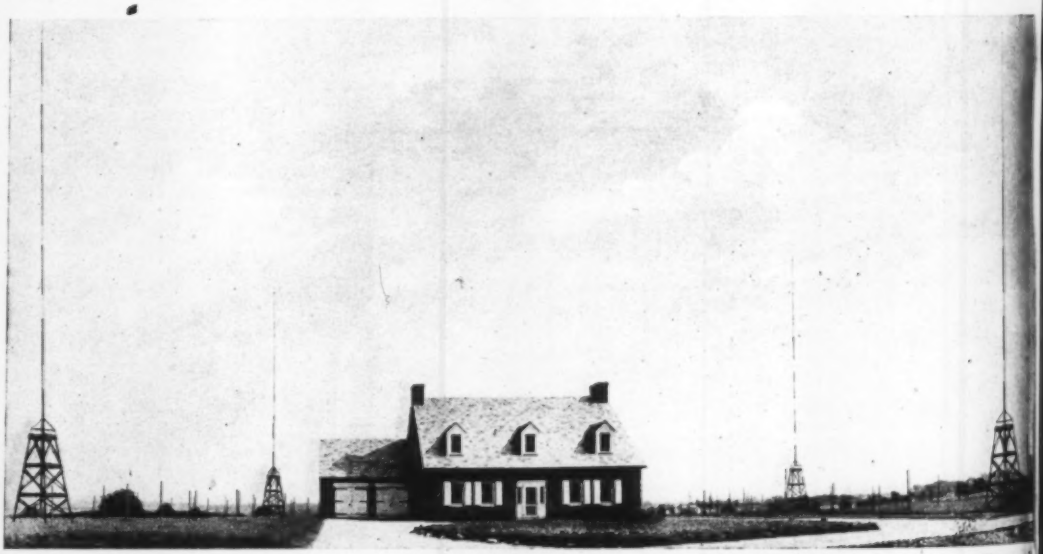
Gold Dust Corp., New York (Silver Dust) 26 *sa* thru Batten, Barton, Durstine & Osborn, Inc., N. Y.
Carter Medicine Co., New York (Carter's Liver Pills) 6 *t* weekly for one year, thru Spot Broadcasting.
Pillsbury Flour Mills Co., Minneapolis (Minitmix) eight *sa* weekly thru Hutchison Advertising Co., Minneapolis.
Standard Milling Co., New York (Hecker's flour) 39 *sa* thru Benton & Bowles, Inc., N. Y.
Norwich Pharmacal Co., Norwich, N. Y. (cold cure) 24 *sa* thru Lawrence C. Gumbinner Advertising Agency, N. Y.
Perrigo Co., Allegan, Mich. (Edith Abell cosmetics) 156 *ta* through K. Horton.
Nunn, Bush & Weldon Shoe Co., Milwaukee, 5 *t* thru Neisser-Meyerhoff, Inc., Milwaukee.
Sisalkraft Co., Chicago (building supplies) 13 *sa* daily except Sunday thru Russel T. Gray, Inc., Chicago.

### WINS, New York

Stokely Bros. & Co., Indianapolis (salad and cooking oil), 2 weekly *sp*, 26 times.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (Planter's Edible Oil), weekly *sp*, 13 times.
Adams Hat Stores, New York (men's hats), Sunday football games.
New York Electrical School, New York, weekly *sp*, 13 weeks, thru J. Dresdner Agency, N. Y.
General Foods Corp., New York (Grape-Nuts), weekly Jewish Little Symphony, 52 weeks.
General Mills, Inc., Minneapolis (Bisquick), daily *t*, 52 weeks, thru Blackett-Sample-Hummert, Inc., N. Y.
Columbia Conserve Co., Indianapolis (preserves), 3 *sp* weekly, 4 weeks thru Gundlach Advertising Agency, Chicago.
United States Lines, New York (travel bureau), weekly *t*, 13 weeks.
George F. Wieman Co., New York (Holland House Coffee), daily *sp*, 13 weeks.

### WBBM, Chicago

Konjola, Inc., Portchester, N. Y. (proprietary) daily *sp*, thru Sherman Advertising Co., Chicago.




**KYW TRANSPLANTED—Technical perfection, through use of the most advanced practices in radio engineering is claimed for KYW, Westinghouse station, which on Dec. 3 begins operations from its new location in Philadelphia, after removal from Chicago. A unique feature of the ultra-modern plant is the antenna system, which includes four vertical antenna masts, pictured above. East mast is 245 feet high, and is made of telescopic steel tubing, tapering from a diameter of 15 inches at the base to two inches at the top. By using the four-element antenna, Westinghouse engineers claim, the directional characteristics are maintained and at the same time the sky-wave is reduced to a minimum, preventing interference with other stations**

## KYW to Be Transferred Without Stop in Service

KYW, WESTINGHOUSE station, will officially start broadcasting in Philadelphia on Monday, Dec. 3, marking the first time in the history of radio that a station has moved from one city to another without interruption in program service. Since 1921 KYW has operated in Chicago.

A special dedication program will start at 8 p. m., Dec. 3, and continue until the station signs off. Stars of radio, stage and screen will be featured, and it is expected that more than a hundred celebrities will appear on this program.

In moving KYW to Philadelphia, Westinghouse engineers provided it with completely new transmitter equipment, said to approach technical perfection. As a member of NBC, KYW will be the Philadelphia outlet for the NBC-WEAF network. The engineers who will operate the new transmitter at Whitemarsh, Pa., are the only members of the Chicago station who came to Philadelphia.

Dr. Leon Levy, well known in radio circles, is general manager of the Philadelphia Broadcasting Co., acting as program manager of KYW. He will also continue as president of WCAU.

Two of the most important positions at the station are held by women. Carol Irwin, formerly of WCAU, is program director, and Helen Wood is director of advertising. Thomas Rice is director of public relations. Studios and executive offices of KYW are at 1622 Chestnut St.

## Crosley Entertains

THE ANNUAL Powel Crosley, Jr., Old-timers Muzzle Loading Rifle Matches were staged at Rising Sun, Ind., Thanksgiving Day. The event was founded by Mr. Crosley, president of the Crosley Radio Corp., Cincinnati, and widely known radio pioneer. More than 500 old-timers participated.

## FCC Expansion Program Encounters Budget Snag

CONTEMPLATED expansion of all activities of the FCC, in line with the provisions of the Communications Act of 1934, may be impeded materially by refusal of the Federal Bureau of the Budget to accede to its request for an appropriation estimate of $2,000,000 for the 1935-36 fiscal year, which begins next July 1. Instead, the Bureau agreed tentatively to a figure of $1,500,000, and the whole issue will be aired before the House Appropriations Committee in executive session early next year.

With less than 200 employes when it took over the Radio Commission last July, the FCC personnel chart calls for approximately 600, for which the $2,000,000 budget was asked. At the outset, the Budget Bureau proposed a $1,000,000 estimate, but this was increased to $1,500,000. In addition to the next fiscal year's appropriation, the FCC must procure a deficiency appropriation early at the next session to cover approximately $500,000 which will be needed for the balance of the current fiscal year.


Ride the Buying Wave That Has Hit Nebraska!

WOW
OMAHA

ON THE N.B.C. RED NETWORK

Listen to Nebraska's Cash Register:

- Dry Goods Sales Up 30%.
- Furniture Sales Up 25%.
- Crop Values $62,000,000. Higher than 3-Year Average
- Bank Clearings Up 43%.
- Radio Sales Increase 20%.
- $305,000,000 to Spend in Nebraska.

Use WOW, acknowledged by everyone as the leading radio station, to tap this fruitful market with your sales messages.
Nebraska is in a spending mood.

590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.
National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles



More PROOF of YANKEE NETWORK Pulling Power

Lin-x renews for 3rd consecutive year

SUPPLEMENTING its weekly Columbia Network broadcast (which includes New England), Lin-x goes on the air with two 15-minute shows weekly over five Yankee Network stations.

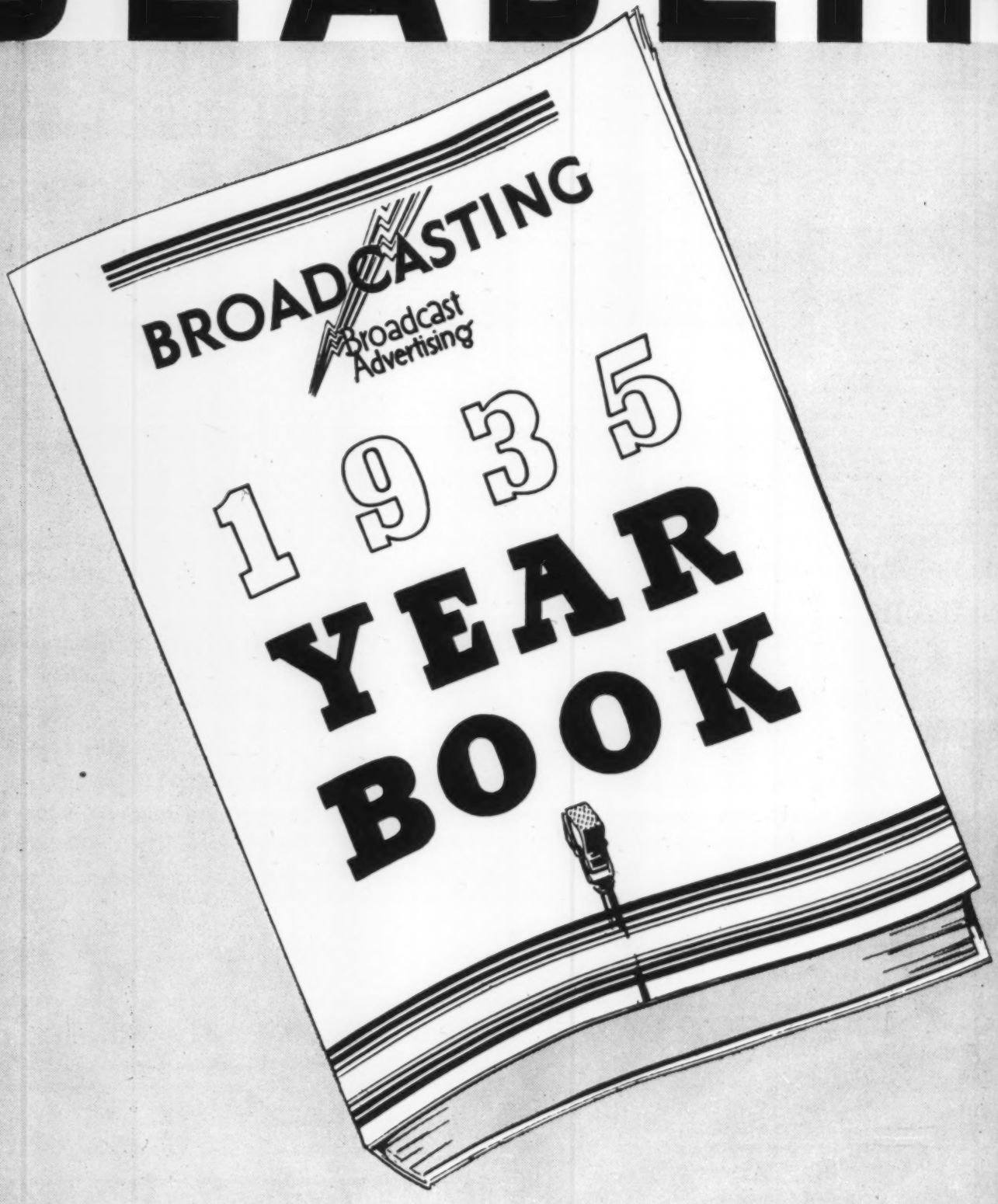
The manufacturers, Acme White Lead & Color Works, not only chose the Yankee Network—they bought a ready-made Yankee Network feature, the Merry-Go-Round, to assure maximum audience.

You, too, can buy a similar combination—primary coverage in any or all of ten big New England markets, plus a program of proven appeal that will build a steadily increasing sales volume in this territory.

THE YANKEE NETWORK, Inc.
21 Brookline Avenue, Boston
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
New York—17 East 42nd St., Murray Hill 2-3850
Chicago—Wrigley Bldg., Superior 7742
Detroit—General Motors Bldg., Madison 1035
San Francisco—865 Mission St., Sutter 6400

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

# DEADLINE




AN UNPARALLELED ADV

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FOR

THE REFERENCE HANDBOOK

OF RADIO ADVERTISERS ★

ADVERTISING AGENCIES ★ ★

AND STATIONS ★ ★ ★

# DECEMBER 15th

VRTISING OPPORTUNITY

XUM

## NETWORK ACCOUNTS

**(All times EST unless otherwise specified)**

CREAM OF WHEAT Corp., Minneapolis, on Jan. 6 renews Alexander Woollcott on 43 CBS stations, Sundays, 7-7:30 p. m. Agency: J. Walter Thompson Co., Chicago.

LAMBERT Co., New York (Listerine), on Dec. 29 starts Metropolitan Opera series on 80 NBC-WEAF stations, Saturdays, 2 to approximately 5 p. m. Agency: Lambert & Feasley, Inc., N. Y.

DR. MILES LABORATORIES, Inc., Elkhart, Ind. (Alka Seltzer), on Nov. 19 started "Uncle Ezra" dramatic program on 20 NBC-WEAF stations Mondays, Wednesdays and Fridays, 7:45-8 p. m. Agency: Wade Advertising Agency, Chicago.

NASH MOTORS Co., Kenosha, Wis., on Dec. 25 and Jan. 1 will present a special program, 2:30-5:15 p. m., over approximately 100 CBS stations. Agency: J. Walter Thompson Co., Detroit.

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York, on Dec. 2 starts "Sweethearts of the Air" on 11 NBC-WEAF stations, Sundays, Mondays, Wednesdays and Fridays, 10:35-10:45 a. m. Agency: The Biow Co., Inc., N. Y.

NBC CHANGES: Molle Co., on Nov. 22, shifted Al Bernard and Paul Dumont to Thursdays, 7:30-8 p. m., retaining Mondays, 7:30-7:45 p. m., on WEAF network; J. A. Folger Co., on Nov. 12, shifted "Judy and Jane" to Mondays thru Fridays, 2:30-2:45 p. m. on special mid-western hookup of 9 NBC stations.


**WHAT DETROIT RADIO STATION**

**leads in the number of Sports programs, and broadcasts, exclusively, all National and International Hockey Games played in Detroit?**

**WJBK DETROIT**


### Frederick Landis

FREDERICK LANDIS, Congressman-elect from the Second Indiana District, a brother of Judge Kenesaw M. Landis and a featured commentator on a sponsored network program several years ago, died Nov. 14 of pneumonia at his home in Logansport, Ind., at the age of 62. In radio he was known as the "Hoosier Editor," his whimsical style on commenting on public affairs being somewhat similar to that of Will Rogers. He was a well-known newspaper columnist, was long active in his state's politics and the only Republican elected to Congress from Indiana at the last election. His son, Kenesaw M. Landis II, has announced he plans to run for the congressional post.

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
SEATTLE
HIGHEST POWER IN WASHINGTON STATE
HIGH FIDELITY EQUIPMENT
DOING AN EXCELLENT JOB
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.


## RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

T. P. JARDINE, for many years an account executive of the J. Walter Thompson Co., San Francisco, left the West Coast Nov. 15 to join the Chicago office of the organization, where he will service the Swift & Co. account. Henry Stevens, who has also been associated with the J. Walter Thompson San Francisco office for many years as account executive, is scheduled to take charge of the agency's St. Louis office Jan. 1.

BENJAMIN WAXELBAUM, publishers' representative who conducts a Jewish advertising service in New York under his own name, has organized the Jewish Radio Zone Advertising Co., to represent stations between 1300 and 1500 kilocycles which devote daily time to Jewish broadcasts.

WILFRED BATES has joined the Guggenheim Advertising Agency, San Francisco, as an account executive. He was formerly associated with Botsford-Constantine & Gardner.

BESS FLYNN, dramatic actress who plays the part of Mother Moynihan in "Painted Dreams" over WGN, Chicago, has been engaged by the radio department of Hanff-Metzger, Inc., advertising agency, Chicago. She will concentrate on writing scripts and sales. Mrs. Flynn will handle "The Little Church Around the Corner," heard over WMAQ each Tuesday and Friday for the Cushman Innovation Bakeries of Chicago.

GREIG, BLAIR & SPIGHT, national station representatives, on Nov. 22 took over the representation of WHEC, Rochester, N. Y., and has also been named representatives of WCAO, Baltimore.

CALVIN KUHL, radio department head for the Los Angeles office of J. Walter Thompson Co., left for New York by plane in November. He was accompanied by his wife and child and expects to return to Los Angeles early in December.

SIDNEY GARFINKEL, ADVERTISING, San Francisco, has been named to handle advertising for Artists Tailors, and the California Jockey Club. Donald A. Breyer is a new account executive with Garfinkel agency, and Margaret Silverman has joined the organization as a specialist in women's copy.

FRED WESLEY AND Associates, Los Angeles radio agency, was incorporated in November and will be known hereafter as Fred Wesley, Inc. Quarters will continue in the Commercial Exchange Bldg., with no change in personnel.

GERTH-KNOLLIN ADVERTISING AGENCY, San Francisco, has been named to handle the account of the California Redwood Association, and is using a weekly KGO program to tie in with home modernization activity.

HIXSON-O'DONNELL, INC., Los Angeles, advertising agency, has opened San Francisco offices in the Crocker Building, with Robert J. James as manager.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., has appointed Benton & Bowles, Inc., New York, to handle the advertising of Colgate's dental cream and Palmolive and Colgate's shaving creams. With this appointment, Benton & Bowles now handles all the advertising of this company.

BLACKSTONE PRODUCTS, Inc., New York (Tasty-Lex) has appointed Alvin Austin Advertising Agency, New York, to handle its advertising.

UNITED STATES ADVERTISING Corp., Toledo, will handle the advertising of Sparks-Withington Co., Jackson, Mich. (Spartan radios, tubes, refrigerators).

NEEDHAM, LOUIS & BRORBY, Inc., Chicago, is handling for Libby, McNeill & Libby, Chicago, its new "homogenized" line of fruits, vegetables and cereals for babies.

D'ARCY ADVERTISING Co., St. Louis, has been appointed to handle the account of Haskins Bros. & Co., Omaha (soap).

GENERAL MOTORS CORP., Detroit, is placing its institutional advertising through D. P. Brother & Associates, Detroit.

KERR GLASS MFG. Co., Sand Springs, Okla., has appointed Kingshall Advertising Agency, Pasadena, Cal., to handle its advertising.

BOOKHOUSE FOR CHILDREN, Chicago (publications) is now placing its advertising direct.

NATIONAL BATTERY Co., St. Paul (Gould batteries) has appointed Batten, Barton, Durstine & Osborn, Minneapolis, to handle its advertising.

PRIMA Co., Chicago (Prima beer) has appointed Lauesen & Salomen, Chicago, to handle its advertising: F. P. Wagener is account executive.

SPARKS-WITHINGTON Co., Jackson, Mich. (Sparton radios) has appointed the United States Advertising Corp., Toledo, to handle its advertising.

H. TRAISER & Co., Boston (Pipin and Harvard Cigars) has appointed Louis Glaser, Inc., Boston, to handle its advertising.

ADOLF GOBEL, Inc., New York (sausage products, etc.) has appointed Fletcher & Ellis, Inc., New York, to handle its advertising.

FOLEY & Co., Chicago (Foley's Honey and Tar) has appointed the White-Lowell Co., New York, to handle its advertising.

I. J. GRASS NOODLE Co., Chicago (egg noodles) has appointed Charles A. Silver & Co., Chicago, to handle its advertising.

WESTERN STATES GROCERY Co., Oakland, Cal. (Brown Derby Beer) has appointed the J. Walter Thompson Co., San Francisco, to handle its advertising.

D. D. D. CORP., Batavia, Ill. (medicine and toiletries), has named Frederick & Mitchell, Inc., Chicago, to handle its account.

MARCUS-LeSOINE, Inc., San Francisco (Lovalon hair rinse), has placed its advertising account with Small, Kleppner & Seiffer, Inc., New York.


**Market With MONEY!**

**Among the fifteen largest markets, Milwaukee rates—**

| | |
|---|---|
| Home Ownership | 3rd |
| Automobile Ownership | 5th |
| Radio Ownership | 2nd |
| Industrial Payrolls | 6th |

**Covered Thoroughly ONLY by**

**WTMJ**
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

**RADIO'S BIG BUY**
The Central Station—**WHO**—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—**50,000 WATTS**—FULL-TIME

ANGELUS-CAMPFIRE Co., Chicago (candy), has named John H. Dunham Co., Chicago, to handle its advertising. John Drake is the account executive.

BIOVEGETIN PRODUCTS, Inc., Chicago (medicine), is placing its advertising through Mitchell-Faust Advertising Co., Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour), has named Rogers & Smith Advertising Agency, Chicago, to handle its radio advertising. R. H. Reynolds is the account executive.

EARL E. MAY SEED Co., Shenandoah, Ia., has appointed L. W. Ramsey Co., Davenport, Ia., to handle its advertising.

DUNN & McCARTHY, Inc., Auburn, N. Y. (Enna Jettick shoes), has named Amos Parrish & Co., New York, to handle its advertising. Paul Eager is the account executive.

## Three Programs at Once Feature Classical Music

THREE network programs of classical music are scheduled for 8 p. m., Sundays, starting Dec. 2, with the shifting of Eddie Cantor from the Chase & Sanborn program, NBC, to Lehn & Fink Products Co. program on CBS. Chase & Sanborn will use grand opera in English over the NBC-WEAF network, with Deems Taylor directing and acting as narrator and Wilfred Pelletier conducting.

The Ford Motor Co., sponsoring another 8 p. m. classical program Sundays over a CBS network, is planning to move its show to 9 p. m. in January, reducing the competition to some extent. The General Motors Corp. program, also classical, is broadcast on the NBC-WJZ network. Rubinoff is to be featured again with Cantor.

## Courtesy to Alumni

ALTHOUGH it has no distribution in the East, Associated Oil Co., San Francisco, sponsor by fee arrangements with Pacific Coast colleges and universities of their 1934 football games, on Nov. 24 extended its broadcast of the California-Stanford game to 19 WEAF-WJZ stations in the East, Middle West, and South, as well as over the five NBC-KPO stations regularly scheduled. Hawaii was also included. The broadcast was extended as a gesture of good will to Stanford and California alumni everywhere. Lord & Thomas, San Francisco, handles the account.

## FROM A LEPROSORIUM
### KZRM Enables Lepers to Show Talent to Outside World

ONE OF THE most unique broadcasts probably in the history of broadcasting anywhere in the world was accomplished in Manila, Philippine Islands, on the night of last Sept. 30, 1934, when KZRM, Manila, broadcast by remote control a one-act operetta in which all of the participants were leper patients in the leprosorium of San Lazaro Hospital in Manila.

The operetta was preceded by several talks and musical numbers presented by the members and scoutmasters of Troop 131 of the Boy Scouts, one of the several troops of leprous Boy Scouts in the Philippine Islands. The Blooming Flower unit of the Campfire Girls, also lepers, were represented by several important members in the cast. The orchestra which accompanied the performance and offered incidental music, was completely made up of patients of the leper colony at San Lazaro.

In spite of the inclement weather and the fact that the operetta was presented in an open air stage, the play went on and the audience, made up entirely of patients in the leprosorium of San Lazaro, remained in their places and sat or stood under drooping umbrellas to see the play to a finish.

There were good singers in the group and good speakers, and they lived through the whole play as if it were of the utmost importance in their lives. As a matter of fact, it is, for this sort of occupation is one of the best adjuncts to medical treatment in such cases. It raises the general morale of the group and keeps up their courage until medicine can take the fullest effect.

## Big TVA Broadcast

DURING President Roosevelt's recent trip through the Tennessee Valley, WSGN, Birmingham, and WNRA, Sheffield, Ala., had an opportunity to put on a program network-style. Seven remote control points over a 20-mile section of the Valley were used by the stations in providing a four-hour description of the visit, with land lines linking the stations. Also cooperating in the event were WSM, Nashville, and WJBY, Gadsden, Ala.

## Lambert's Metropolitan Opera Has Special Setup

FORMAL announcement of the sponsorship of the 1935 Metropolitan Opera series by the Lambert Fharmacal Co., St. Louis (Listerine) was made Nov. 20 by M. H. Aylesworth, NBC president. About 80 stations of the combined Red and Blue networks will carry the feature. The sponsored series starts Saturday, Dec. 29, and will continue for 12 or more weeks, with NBC also staging the Christmas Day matinee. With the noted diva, Geraldine Farrar, as special commentator, and with Milton Cross as announcer, the special engineering set-up will include a glassed-in box through which they can survey the scenes and containing a piano on which Miss Farrar will accompany herself while singing certain passages to illustrate her remarks.

MONTGOMERY MILLS, Jersey City, N. J., packers of Italian Roast Saporito Coffee, no Nov. 25. started to use radio to introduce that product to the metropolitan area, taking a Sunday afternoon period on WOV, New York, for its "Saporito Serenaders." Zinn & Meyer, Inc., New York, handles the account.

## PROSPECTS

EDGAR A. MURRAY Co., Detroit (Doom insecticides), will use radio with trade papers in a campaign to start next year. Bass-Luckoff, Inc., Detroit, has been appointed as its agency.

R. GUILLERMOU & Co., San Francisco (liquors) will use radio with other media in a California campaign to be handled by Sidney Garfinkel Advertising Agency, San Francisco.

AFFILATED Chiropractors of California, composed of 3,000 individual members, have appointed Fred Wesley, Inc., Los Angeles agency, to conduct a six-month radio campaign over 18 stations in that state. A possible chain arrangement is projected.


WMCA
NEW YORK

"The first three days' mail following this broadcast brought us 2215 replies. Frankly we were very surprised, but most pleasantly so, by this unusually large return . . . which was more than double what we had expected."

*CHARLES W. HOYT CO., Inc.*

FEDERAL BROADCASTING CORPORATION

That's what a KMBC-tested program offers you. Based on 1000 listeners for every mail response, "BETWEEN THE BOOK ENDS," a KMBC Act, was listened to by 2,797,000 women in September, according to Columbia's Audience Mail Division figures

THE BIGGEST MAIL PULLER ON THE COLUMBIA SYSTEM

Of all the sustaining programs on the Columbia Chain, "BETWEEN THE BOOKENDS" received the biggest mail response. The program is one of thirteen KMBC acts, recorded for audition purposes. Ask for an audition from any one of the offices listed below. FOR ASSURED AUDIENCES USE TESTED KMBC SHOWS.

KMBC
KANSAS CITY

FREE & SLEININGER, Inc., National Representatives
NEW YORK . . CHICAGO . . DETROIT . . DENVER . . SEATTLE
SAN FRANCISCO . . LOS ANGELES



KVI
Tacoma, Washington
announces the appointment of
FREE & SLEININGER, Inc.
as national advertising representatives

Get complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

## TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Best Foods, Inc., New York (Nucoa).
Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal).
Conti Products Corp., New York (Castile soap).
A. C. Gilbert Co., New Haven, Conn. (Erector toy sets).
H. Hohner, Inc., New York (accordions).
Johns-Manville Co., New York (building materials).
Kreuger Brewing Co., Newark, N. J. (Kent Ale).
Magnesia Products Co., Milwaukee (West's bird seed).
National Brewing Co., Baltimore (beer).
Nunn-Bush & Weldon Shoe Co., Milwaukee.
Proctor & Gamble Co., Cincinnati (Ivory soap).
Rival Packing Co., Chicago (dog food).
Scott & Bowne, Bloomfield, N. J. (Scott's Emulsion).
Stasweet Laboratories, Inc., Los Angeles (deodorant).
Dr. Johann Strasska Lab. Inc. Ltd., Los Angeles (toothpaste).
U. S. Tobacco Co., New York (Dill's tobacco).
Vick Chemical Co., Greensboro, N. C. (Vick products).

UNIVERSAL RADIO PRODUCTIONS, Chicago, has recorded a series of transcriptions shortly to be placed, for "Dualens," a new type spectacle lens made by the Soft-Lite Lens Co., New York.

RADIOTONE RECORDING Co., 6109 Melrose Ave., Los Angeles, disc and radio supplies, has added a department for air checks.

## EQUIPMENT

THE HOME of the old 5-kilowatt transmitter of WLW, Cincinnati, located at Harrison, O., was destroyed by fire Nov. 9. It was the first remotely controlled super-power station and was put in operation Jan. 27, 1925. At the time it was a radio sensation, but had been dismantled some time ago.

WINS, New York, is installing entirely new equipment in its studios and control rooms, modernizing its complete setup in accordance with latest developments. A new studio is also being built to accommodate speakers and transcription broadcasts. Western Electric speech input and microphone equipment is being used. Charles Pease, chief engineer, is supervising the installation.

A NEW high frequency speaker has been brought out by the Brush Development Co., Cleveland. Advantages claimed for it are compactness, low cost, and lack of need for field current or filter network. The company also is bringing out a similar unit equipped with transformer for matching to voice coil or low impedance line for use in theatres and other installations where higher frequencies are desirable.

KOL, Seattle claims its new 490-foot tower, installed recently along with a 5-kilowatt transmitter, is the tallest self-supporting antenna in the country. A. D. Gunston, chief engineer, designed the transmitter and it was built in the KOL laboratory with the aid of Clyde Bond and Albert Henderson, assistant engineers. The mast was designed and fabricated by the International Stacy Co., of Columbus, O., and the transmitter house designed by McClelland and Jones, architects. John L. Hall, Seattle engineer, supervised erection of the tower by the E. & M. Transfer Co., of Seattle.

CONSTRUCTION has been completed on the new $30,000 vertical radiator antenna of WHO, Des Moines, and the station went on the air with the new antena Nov. 20. The 532-foot tower, erected at Mitchelville, Ia., is similar in design to the antenna of the 500,000-watt WLW, Cincinnati. It is the highest structure in Iowa.

DR. LEE DE FOREST, from his Los Angeles laboratories at 5106 Wilshire Blvd., has announced the release of his "radio knife" which has been in laboratory development for many years.

KDYL is installing the Western Electric High voltage rectifier to replace the generators on its Western Electric transmitter. This unit will permit 100 per cent modulation without distortation. Apparatus was furnished through the Graybar Electric Co.

### Frank E. Mullen

(*Continued from page 27*)

in that capacity. Then came the formation of NBC in 1926. He was invited to join the embryo network and was assigned to organize an agricultural service. Sent to Hastings, Neb., to operate station KFKX, he was transferred soon to Chicago where he opened offices and studios for NBC. Farm programming developed rapidly over the network, and in 1928 he established the National Farm and Home Hour, which has been on the air continuously since. Now about 50 farm organizations, including the U. S. Department of Agriculture, participate in the daily program, with Uncle Sam using 15 minutes of the hour daily.

Lois Coulter, of Marshalltown, Ia., co-ed at the University of Iowa, became Mrs. Mullen in 1922. They have a son, Russell, aged 10. Bridge and golf are Frank's diversions, but he admits a keen interest in everything agricultural, especially conservation of the nation's natural resources. A year ago, he founded the Radio Conservation Council, to promote by radio the conservation of the nation's natural resources. He was reelected chairman at a meeting of the council held in Washington Nov. 19 and attended by Secretaries Wallace of Agriculture and Dern of War.

Mr. Mullen is one of the national directors of the Izaak Walton League, and belongs to numerous farm organizations. He is a Mason, and holds membership in the University Club of Chicago, Medinah Country Club, and is vice chairman of the Agricultural Committee of the Chicago Association of Commerce. Besides Sigma Delta Chi, he is a member of the Alpha Gamma Rho social fraternity. He attends the Presbyterian Church.

### Stakolite Account

OVER a split Yankee network, Stakolite, Inc., Boston and New York (floor finish) is sponsoring Jack Brown and his Wonder Bar Revue direct from the Wonder Bar in Boston. Production is handled by Kasper-Gordon Studios, with Edwin H. Kasper as announcer and master of ceremonies. The program is from 5:45-6 p. m., once a week, for a year, and two more programs are planned when time is cleared. Free hosiery are given women who guess the correct letter each week from a Stakolite can. The account is placed by Kasper-Gordon Studios.

PEPSODENT Co., Chicago, is not interested in any new show to replace its Frank Buck show, which closed Nov. 16. According to Harlow P. Roberts, advertising manager of Pepsodent, they will let Amos and Andy carry the load "until next year, anyway."


ROSENBAUM'S

One of Pittsburgh's Largest Department Stores

On KQV

15 MINUTES DAILY
52 WEEKS A YEAR!

You MUST pay attention to KQV in Pittsburgh!

KQV carries more Department Store business, more local business in all lines, than ALL OTHER PITTSBURGH CHAIN STATIONS PUT TOGETHER!

KQV MUST be good to have this overwhelming acceptance of local advertisers who KNOW the local situation!

500 Watts
Day and Night

KQV
PITTSBURGH

Member American Broadcasting System

CHAMBER OF COMMERCE BLDG. PITTSBURGH, PA.

WBNX
MARKS THE SPOT
BROADCASTING CENTER

Do you know that WBNX foreign program service covers more Italians than there are in Rome—more Germans, Hungarians, Spaniards, etc., than in other foreign cities?
And that WBNX English programs enjoy equal popularity?
LET US TELL YOU ABOUT THIS RICH MARKET
WBNX • New York

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

## Goldsmith Heads Drive To Combat Interference

A TECHNICAL committee headed by Dr. Alfred N. Goldsmith, consulting engineer, acting in behalf of the Radio Manufacturers Association, will foster a cooperative movement among electrical equipment manufacturers to reduce man-made interference to reception by utilization of proper shielding and suppression methods, under action taken Nov. 16 at a conference convened for that purpose in Rochester, N. Y. The conference will be held at the same time as a meeting of the Institute of Radio Engineers and the RMA.

Dr. Goldsmith will ask a number of agencies and organizations to name one member each to serve on the committee. Included are the FCC, Bureau of Standards, NAB, Society of Automotive Engineers, Electrical Testing Laboratories, Radio Branch of the Canadian Department of Marine, Edison Electrical Institute and American Radio Relay League. Dr. Goldsmith said the committee will pursue "purely persuasive methods," and that no legislation will be sought.

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BECAUSE KDYL, Salt Lake City, has excellent coverage in southeastern Oregon, the Tax Limitation League of Oregon placed transcription talks regularly over that station during the recent political campaign. Frederick H. Schmalz, Portland agency, handled the account.

## Changes at KHJ

COMPLETING its staff reorganization, KHJ, Los Angeles, has added G. O. Burke and Amory Eckley to its sales department, according to C. Ellsworth Wylie, general sales manager. Eckley was transferred from the San Francisco Don Lee station, KFRC. James D. Fonda, new advertising service manager, is making a market survey of 11 western states. Kenneth Niles, former KHJ chief announcer, has been promoted to be a producer. Clarence Hamilton now is chief announcer and day supervisor and Charles Bulloti, Jr., is announcer and night supervisor. William Goodwin, assistant production manager, on leave to the Los Angeles office of Lord & Thomas during the political campaign, has returned to his post. Arthur J. Kemp, sales manager, says increasing business requires the expansion.

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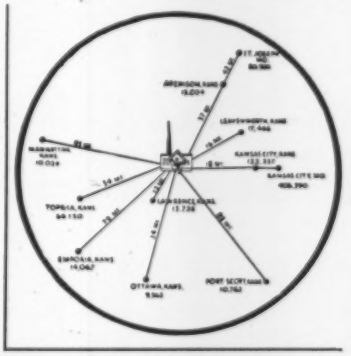
## Better Vision Series

PRIDHAM B. DAVIS & Associates, Los Angeles optical service, has taken a series of 26 fifteen-minute transcriptions from the Better Vision Institute, Rockefeller Plaza, New York, for placement on KHJ, Los Angeles, and KFWB, Holywood, through Fred Wesley, Inc., Los Angeles agency. Series is nationally distributed by the Institute with background music by Leo Reisman's and Vincent Lopez's Orchestras and featuring chats by John Farrell, golfer; Clarence Chamberlain, aviator; Margaret Brainerd, beauty specialist.

3½ MILLION PEOPLE FORM THIS MARKET

**A responsive WREN audience of 11 cities with a total population of 761,535 . . . a rural audience of 2½ million people . . . Let WREN tell your story at the lowest advertising cost.**

WREN

VERNON H. SMITH
Manager

Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

GREIG. BLAIR & SPIGHT, Inc.
National Representatives

NEW YORK - CHICAGO
SAN FRANCISCO
LOS ANGELES

EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

YOU CAN
COVER
THE ENTIRE

**DETROIT**

AREA
THROUGH

# CKLW

**The Only Columbia Outlet in This Tremendous Market**

●

**RATES PER LISTENER ARE REMARKABLY LOW**

**Class "A"**
(7:00 p.m. to 10:30 p.m.)

| | 1 tl. | 13 tl. | 26 tl. | 52 tl. | 100 tl. |
|---|---|---|---|---|---|
| 1 hr | $320.00 | $304.00 | $288.00 | $272.00 | $256.00 |
| ½ hr | 200.00 | 190.00 | 180.00 | 170.00 | 160.00 |
| ¼ hr | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 5 min | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |

**Class "B"**
(6:00 p.m. to 7:00 p.m.)
(10:30 p.m. to 11:00 p.m.)

| | 1 tl. | 13 tl. | 26 tl. | 52 tl. | 100 tl. |
|---|---|---|---|---|---|
| 1 hr | $240.00 | $228.00 | $216.00 | $204.00 | $192.00 |
| ½ hr | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| ¼ hr | 93.75 | 89.05 | 84.40 | 79.70 | 75.00 |
| 5 min | 47.00 | 44.65 | 42.30 | 39.95 | 37.60 |

**Class "C"**
(9:00 a.m. to 1:30 p.m. week days)
(4:30 p.m. to 6:00 p.m. week days)
(9:00 a.m. to 6:00 p.m. Sundays)

| | 1 tl. | 13 tl. | 26 tl. | 52 tl. | 100 tl. |
|---|---|---|---|---|---|
| 1 hr | $160.00 | $152.00 | $144.00 | $136.00 | $128.00 |
| ½ hr | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| ¼ hr | 62.50 | 59.35 | 56.25 | 53.10 | 50.00 |
| 5 min | 32.50 | 30.87 | 29.25 | 27.62 | 26.00 |

**Announcements**

100 words maximum except evening chain-breaks. 30 words maximum on chain-breaks.
(7:00 a.m. to 5:59 p.m.)
$10.00 each—(6 for $50.00)
(6:00 p.m. and later)
$20.00 each—(6 for $110.00)
One-minute trans., day $12.50, night $25.00

●

**Consistently broadcasting more network and local commercial programs than any other local network station—Results do count!**

# CKLW

**THE INTERNATIONAL STATION**

**Member**
**COLUMBIA Basic Network**

**5000 Watts** **1030 Kc.**

***In the Center of The Dial***

**Detroit Offices—**
**UNION GUARDIAN BLDG.**
**Phone: CAdillac 7200**

**Windsor Offices—**
**GUARANTY TRUST BLDG.**
**Phone: 4-1155**

## STUDIO NOTES

WHEN KMBC, Kansas City, broadcast from Union Station the arrival of Burlington's Zephyr on its first commercial run, KMBC manager Arthur B. Church, broadcasting from inside the train, interviewed 7-year-old Arthur B. Church, Jr. The younger Church answered all questions which permitted the reply "De Zephyr." Incidentally, at KMBC's recent staff picnic, details were poured into unlucky members who were on duty at the station by means of Kenneth Prahl's short-wave outfit.

A NOVEL method of bidding for an NBC outlet connection was employed by Steve Cisler, general manager of WSGN, Birmingham, last month. In an issue of the Sunday *Birmingham News*, he ran a quarter-page ad to elicit response from listeners in support of that part of NBC service which is not being used by WAPI in that city. More than 7,3000 letters were received asking for the alternate service.

A PROGRAM known as "A Wonderland Tour of America" is broadcast two mornings weekly from WEXL, Royal Oak, Mich., with pupils of the fifth and sixth grades of 10 Royal Oak schools listening as part of their classroom work. Kirk Knight, WEXL, studio director, handles the feature, a historical and geographical talk, with the cooperation of N. J. Quickstadt, school superintendent.

THE SERVICES of chemistry in emancipating woman from her kitchen, man from week-long bondage to his business, and the child from many traditional diseases of early years, are being demonstrated in a series of programs over WCCO, Minneapolis. Many schools in the Twin Cities and Northwest are using the talks as the basis of classroom discussion.

"PARADE OF EVENTS" is the title of a dramatic news program over WLB, campus station of the University of Minnesota, Minneapolis. Performers are drawn from members of the University Theatre. The feature is sponsored by the *Minnesota Daily*, campus publication.

A MODERATE admittance fee is being charged for the Southwest Barn Dance feature on an eight-station Southwest Network, handled by Franklyn Ferguson, program director, and Bob Sweeney, formerly of WBAP, Fort Worth. The Fort Worth Recreation Building, where the program is staged, permits 1,500 to dance to the program.

THE "SHUT-IN EXCHANGE" has been started by WGAR, Cleveland, a program by means of which shut-ins are given information about fellow victims so they may correspond with each other.

WFBM, Indianapolis, recently celebrated its transfer to new and larger quarters, with the entire second floor of the Meridian Life Building now being occupied.

DURING the Cleveland Community Fund drive, WGAR broadcast a "slice-by-slash" description of a blood transfusion and appendectomy from the Fund's medical exhibit.

WMT, Waterloo, Iowa, has started "Uncle Bill Reads the Funnies," in which comic sheets of the *Des Moines Register* are dramatized each Sunday morning with a cast of five.

ON WDRC, Hartford, Conn., a program known as "A Newcomer's Impression of Hartford" is broadcast weekdays except Friday.

WBAL, Baltimore, has just published an eight-page pamphlet listing the station's clients, products advertised and name and time of sponsor's programs.

ON A NEW program at WDAY, Fargo, N. D., titled "The Trade-Away Exchange," listeners are allowed to make swaps without cost.

**ON A BIG TIME STATION**
**IN A BIG TIME TERRITORY**
**FOR PRODUCING BIG TIME SALES**

*It's the SHOW that counts!*

WHAS advertisers, local, spot national and network, are being continually impressed with the sales producing strength of this super-powered Columbia outlet operating on 50,000 watts and 820 kilocycles . . .

Why? . . . Because WHAS is the only station in this territory that holds its audience with an almost continuous sequence of "Big Time" programs . . .

# WHAS

*Owned and Operated by*
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

**Represented Nationally by Edward Petry & Co.**

**New York** **Chicago** **Detroit** **San Francisco**

# A-M-P

*Calling*

# ALL STATIONS!

**ASSOCIATED MUSIC PUBLISHERS, Inc.**
under the legal copyright assignment, has exclusive right to control, license and prohibit the American performance and broadcasting of the publications of a most important group of European music publishers. . . . .

**ASSOCIATED MUSIC PUBLISHERS, Inc.**
prohibits the performance and broadcasting of its repertoire without specific license, which license may be secured upon application. . . . .

**ASSOCIATED MUSIC PUBLISHERS, Inc.**
has no connection with any other Performing Rights Society, American or European, nor any other organization claiming to represent certain European interests. . . . .

**ASSOCIATED MUSIC PUBLISHERS, Inc.**
cautions station managers and radio program directors to secure promptly a list of the publishers whose catalogs it controls. . . . .

**ASSOCIATED MUSIC PUBLISHERS, INC.**
**25 WEST 45th STREET, NEW YORK**

SANTA CLAUS a la 1935" is the [illegible]ed in a Christmas program [illegible] conceived by WSGN, Birmin[illegible], for use of Loveman, Joseph & Lo[illegible] local department store. Preceded by a week of build-up announcements, the program calls for daily broadcasts from the store via "short wave" to Santa Claus at his North Pole haven. A two-way system enables a concealed Santa Claus voice to talk back to the children at the microphone, producing the North Pole aspect. A background of musical toy noises and the simulated activity of a toy factory is provided when old St. Nick speaks.

MAJ. EDWARD BOWES had as his guest of honor M. H. Aylesworth, NBC president, at the 12th anniversary program of the Capitol Theatre Nov. 19 over an NBC-WEAF network. The Capitol program was first heard Nov. 19, 1922 as "Roxy and His Gang" and came under Maj. Bowes' direction in 1925.

GUDES' Inc., Los Angeles, retail shoes, has found its "Steps to Happiness" program effective. It is a modernistic drama of domestic life, written by Betty Ross Clark, who also plays a part. The five-minute programs are broadcast twice weekly, over KHJ, Los Angeles, with Roy Alden & Associates, Los Angeles, handling the account.

COMBINING with Station WLB, of the University of Minnesota, Minneapolis, WCCO of the same city is presenting a typical college program once a week. The feature is produced in WLB studios on the campus, with student organizations participating. The program is developing talent on the campus and is arousing a new interest in radio among students.

WFBL, Syracuse, N. Y., on Nov. 19 celebrated its twelfth anniversary with a staff party, which was addressed by Samuel Woodworth, founder and general manager of the station.

WMAZ finds staff get-togethers so helpful that meetings are now held twice a month. Officials, announcers, copy writers, and engineers gather for an informal dinner immediately upon signing off and speak freely. Much constructive criticism is given and the meetings have resulted in smoother operation.

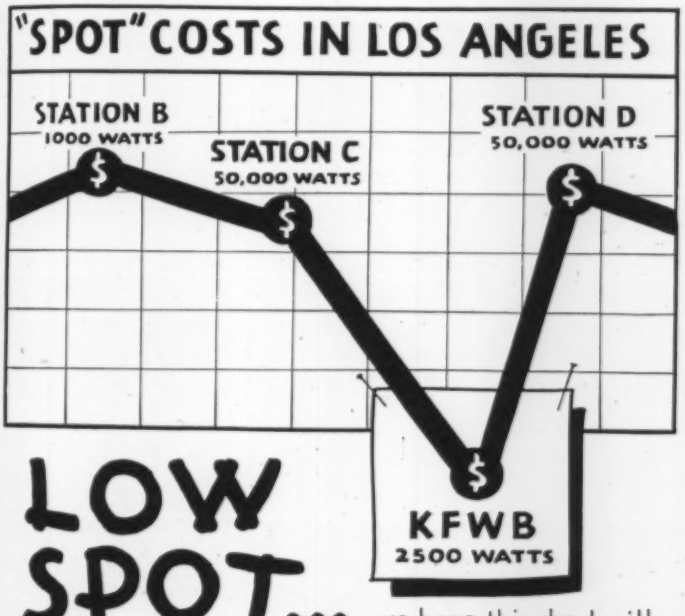
STEEL WORK in the new studios being built for WGN, Chicago, was begun Nov. 19. The winners in the nation-wide contest for the best interior decoration design for the studios is to be announced about Dec. 1. The studios are to be completed by June 1, 1935.

THE SIXTH annual edition of the *WLS Family Album*, a yearbook containing pictures of the Chicago station's staff entertainers, will be ready for distribution Dec. 1.

IN THEIR FIRST personal appearance outside of Chicago, the Sinclair Minstrels drew a combined total of over 6,000 people Nov. 14, at the Milwaukee Auditorium. The shows were arranged by *The Milwaukee Journal* for its Goodfellows Christmas fund.

## Pennzoil Train Spots

FORTY HOURS after the Pennzoil Co., Los Angeles, thru the Mayers Co., advertising agency, Los Angeles, had decided to place spot announcements on 53 stations in connection with the cross-country trip of the Union Pacific streamlined train, the copy was on the air. The project was not launched until after the train had left Los Angeles. Orders and copy were sent by airmail, special delivery and airmail. Spots described use of Pennzoil to lubricate the train and engine, and announced completion of the record-breaking run.


LOW SPOT... we hope this chart will help to impress the fact that in Los Angeles, costs for transcriptions and spot announcements are 60% to 75% lower over **KFWB** than any of the other major Los Angeles stations... in other words, 3 to 4 times as many spots for the same money! It's worth looking into... write for details.

**KFWB**
**LOS ANGELES**

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc; Exclusive Representatives

**Radio and telephone use this cable TOGETHER . . .**

SYMBOLIC of the co-operation between two great industries is this section of telephone cable, with its lead sheath stripped away. Some of the many wires you see are special conductors for carrying radio programs only. They have been placed in all long distance cables since 1926. Today about 59,000 miles of such cable wires are serving the networks and 68,000 miles more are provided for future use.

With the expensive equipment which they connect, these cable wires represent a plant investment of more than twenty million dollars. An investment devoted entirely to program transmission. An investment made by the Bell System to help bring the miracle of broadcasting into American homes . . . clearly, on time, and without interruption.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

PROPERLY ALLOCATED INTERVIEWS
MEAN
GREATER ACCURACY
FOR THE
SOBY YARDSTICK
*of*
AUDIENCE VALUE

For the past three years we have directed our efforts toward ever-increasing accuracy in our audience analysis method. We were not convinced of the accuracy of "random" calls. Consequently, we made a number of test audience surveys, taking "allocated" calls versus "random" calls. The results convinced us that the proper allocation of telephone calls according to "radio home" population is essential to greater accuracy in the final results.

Write for more information and prices on "station" or "spot" audience surveys.

●

BENJAMIN SOBY
AND ASSOCIATES
1023 WALLACE AVENUE
Wilkinsburg, Pittsburgh, Pa.

# Parents Warned at Symposium

(*Continued from page 10*)

plaints. Positive efforts on the part of the public are likely to be more helpful, even if they go no further than telling producers occasionally that we do like certain programs and hope they will be continued."

Referring to the clash between children and parents on the choice of programs, Mrs. Gruenberg said: "Children resent parental supersision and restriction in their choice of programs. But in many cases it is apparent that the bewildered and perplexed modern parent uses the radio as the latest scapegoat to carry the blame for their faulty management of the family discipline."

From approximately the same point of view, Frederic A. Willis, director of educational programs for CBS, discussed the tendency of parents to introduce regimentation into the playroom. "There is danger of turning the nurseries into scientific laboratories, with a consequent lessening of individual initiative, imagination and development of judgment and selectivity on the part of the children themselves. We must be careful not to curtail those fundamental qualities which make for eventual leadership."

### Joint Committee

CARRYING OUT her expressed desire to see some positive step taken to bridge the gap between parents and broadcasters, Mrs. Gruenberg announced the formation of a joint committee initiated by the American Library Association in 1933, and representing also the Progressive Education Association and the Child Study Association, with herself as chairman.

"Its purpose," she said, "is to establish some sort of central agency on all matters pertaining to radio broadcasts for children and to bring together the interested public, as represented by parents' groups, educational organizations and the commercial interests. After considering many possibilities this committee came to the conclusion that a 'clearing house' offered the simplest and most effective means of cooperation.

"It is hoped that this plan, which has now been worked out in detail, will be put into operation in the very near future. The clearing house will be directed by a national advisory board, composed of representatives of a large number of national organizations, together with educators and specialists in children's broadcasts and representatives of the broadcasting companies.

### What Will Be Done

"AMONG the investigations and experiments to be undertaken are the following:

"To develop experimental programs with the cooperation of national associations, independently where necessary, for the purpose of demonstrating types of programs that appeal, that are educationally sound, and that are not already in use.

"To study the effect of current radio programs for children and of the experimental programs developed.

"To give advisory service to broadcasting companies and commercial interests in the planning of radio programs for children.

"To give advisory services to constituent organizations in planning national and local programs.

"To act as a clearing house for all information in connection with radio programs for children.

"The whole effort of the many national agencies who are cooperating in the establishment of this clearing house is directed toward pooling their knowledge and their facilities. We may perhaps draw a parallel between the American public school system and what may be hoped for in the field of radio for children. In our public schools, boards of lay people representing the public—that is, the parents, have worked with experts and specialists and have steadily developed the kind of education which realizes the democratic ideal of serving each, and at the same time serving all. I am confident that it will be possible in radio to approximate this same ideal."

---

REGULAR rebroadcasts of outstanding daytime programs of WSGN, Birmingham, are being presented daily by WJBY, Gadsden, Ala., 65 miles away, by mutual arrangement.

USE
WKBF
TO REACH
THE NATION'S
13TH
RETAIL MARKET

INDIANA'S
• Only NBC Outlet •
INDIANAPOLIS, INDIANA

D. E. "Plug" Kendrick
*General Manager*

L. I. "Jake" Jaquier
*Commercial Manager*

**Photograph Your TALENT!**

For many years we have produced quality photography in large quantities. Write for special rates!

PROSPECT PHOTO CO.
386 N. 8th St., Paterson, N. J.

# Antarctic Program Has 67% Audibility

## Severe Obstacles Overcome in Little America Broadcasts

Mr. Cohan

OUT of every 100 words spoken into CBS microphones by members of the Byrd Antarctic Expedition during the past 52 weeks, approximately 67 have been intelligibly received in New York, according to E. K. Cohan, technical directod of the Columbia Broadcasting System. The series of Little America broadcasts has just completed the first year of transmission over a 10,000-mile short-wave circuit.

Cohan discloses that the voice signals as received here have had an average of 66.75 per cent intelligibility. In three of the weeks, however, New York radio engineers failed to pick up the expedition's signals, so that an average of 71 per cent intelligibility has been maintained in the remaining 49 broadcasts.

This has been accomplished in the face of many impossible and often grimly humorous obstacles as recorded by Charles J. V. Murphy in an entertaining log of what goes on in the radio shack 10,000 miles "down under" the civilized world. Murphy, former New York newspaper man, as combination communications officer, radio announcer and showman of the Byrd Antarctic Expedition, each Wednesday marshals to the microphone everything of human interest in iLttle America.

### A Piano Amuck

MURPHY'S LOG traces vividly the radio series from the initial broadcast at sea on Nov. 18, 1933. It describes such tense moments as that when the piano on the *Jacob Ruppert* broke its moorings as the ship rolled in a heavy Pacific sea and threatened to disrupt a broadcast; when Admiral Byrd and Murphy almost missed their broadcast as gales blew their ship from its anchorage and left them high and dry on Easter Island.

Murphy portrays his "local artists" as the "most disreputable company that ever faced a microphone" because of their appearance after enduring many hardships. But he lauds them for catching the spirit of the thing readily and even developing a "microphone manner."

As Cohan describes the plans to pick up programs at a stated time each week as "little short of sheer optimism," so does Murphy see a "suggestion of magic in the way the two young engineers, John N. Dyer and Guy Hutcheson, bridge the 10,000 miles to New York in collaboration with engineers in New York and at any of the four relay points, Buenos Aires, Honolulu, San Francisco, and Riverhead, L. I."

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THE 1935 YEARBOOK will be the handbook for radio. It will be used by advertisers, agencies, stations and engineers.

# Admiral Byrd Sells Grape-Nuts

(*Continued from page 9*)

ment to this group was contained in a booklet reporting on current conditions and plans. The next was an illustrated insert which "rode free" with the dividend check.

### Reaching the Trade

THE TABLOID newspaper, previously mentioned, was edited so that it was suitable for distribution to the trade as well as to the salesmen. It was distributed in large quantities by the salesmen among grocers and their clerks. A page advertisement, announcing the broadcast, appeared in grocery trade papers during November and December. Illustrated stories were released through these same grocery trade publications, as well as through the merchandising sections of newspapers going to grocers and restaurant trade papers. Follow-up stories are sent at regular intervals to these two lists.

Helpful cooperation in developing support from both grocery and radio retailers was rendered by many CBS stations. Prior to the first broadcast, every station was supplied with display and promotion materials and suggested letters which they could use in apprising the two retail groups of the broadcasts and their profit-making possibilities.

To help the dealer announce the program in his store and identify his establishment as headquarters for Grape-Nuts, the following materials have been provided at different times, both before and since the start of the series: illustrated and colorful window posters done in a news style; a counter jumble basket display; counter and window pieces; feature floor bin backers; electrotypes for use in handbills and local newspaper advertising; "tune-in" slips; illustrated rotogravure tabloids; and recipe folders. All of these materials featured the broadcast rather than putting the emphasis on Grape-Nuts, although the product was given strong identity in each piece. This was done, believing that it was simpler to create listeners and leaving it up to the program to do the real selling job.

### Exploiting the Feat

THE ANTARCTIC map, primarily designed as a premium to be offered over the air, was also offered at Saturday consumer sales conducted by General Foods salesmen at better stores. Large displays were created, built around an easel which called attention to the offer and on which a map was mounted. A special electrotype for advertising use, picturing the map and announcing the offer, was provided to help stimulate interest ahead of the sale.

An elaborate traveling window display called "The Byrd Expedition Special" was produced for each of the company's three divisions. It is scheduled for the use of the largest stores only, and—aside from focussing attention on the broadcast—features the 14 General Foods products which were selected for use by the Byrd expedition. These products are offered at special prices during the duration of the exhibit in each store, the sale being conducted under the direction of General Foods salesmen.

Even before General Foods' sponsorship of the Byrd broadcasts became known, CBS and the press began to exploit "radio's most spectacular and difficult feat."

Perhaps the largest initial coverage of the subject resulted from the farewell broadcast Columbia held at Norfolk on the eve of the expedition's departure. Millions of radio listeners reached by this nation-wide hook-up learned of the plan for a weekly radio contact between the expedition and "civilization" at this time.

For a month before the series began, advance announcements were made on the air, building up the expectancy of the listeners and assuring a large first-night audience. When the day of the inaugural arrived, we addressed our appeal to the eye as well as to the ear, taking space on the radio pages of newspapers throughout our network area to draw attention to the premiere.

### Ads Follow the News

SINCE then we have used such ads when the expedition has been prominently "in the news"—as when difficulty was encountered in landing equipment, or when "Dizzy" Dean, of the St. Louis Cardinals, spoke to the baseball fans then wearing snowshoes.

Program resumes are given early in the evening by many stations on our hook-up, and a few words about our broadcast are included in these. Also we have been very fortunate in being frequently highlighted in the selected radio features mentioned by Boake Carter in his Philco news broadcasts, and in other similar features.

Pre-series promotion, released by General Foods and Columbia, covered every possible outlet: radio editors of newspapers and magazines; scientific magazines; children's publications; school and club bulletins; college papers; rotogravure sections; fraternity and

**HANDLES ACCOUNT**—**Frank Smith, associate advertising manager, General Foods Corp., has handled the Grape-Nuts series featuring Admiral Byrd from the start.**

lodge bulletins; etc. There were general releases, special articles, syndicated features, mat stories, and all other forms of printed support. The material found wide and enthusiastic acceptance, and many groups willingly participated in spreading the news because of the real newsworthiness of the project, the educational value of the broadcasts, and because of interest their groups had in certain members of the expedition's personnel.

Leading department stores have made effective use of a traveling window display prepared for them, in which blown-up photographs of the expedition and its broadcasting activities were used. Shown with the pictures were items from the equipment taken by Byrd's previous expedition. Such items as skates, skis, ski suits, and penguin novelties gave the stores an opportunity to tie in their merchandise with the dramatic story of exploration. The broadcasting equipment, of course, readily ties in with sales promotion for short-wave radio sets.

In the stores having grocery departments, the product was featured as well. Among the outstanding houses which have used the display are Bloomingdale's and Wanamakers', New York; Shepard's, Boston; Gimbel's in both Philadelphia and Pittsburgh, and the Boston store in Chicago.

Current promotion has stressed one of the "miracles of radio" that has not yet become so commonplace as to lose its human appeal—the two-way conversation over great distances—(especially when the distance happens to be the 10,000 miles between Big America and Little America.) Both the news value and the human interest of the programs have been kept at a high level by including talks between members of the expedition and members of their family at home in the United States. Children, wives and parents all have been heard in the Antarctic by eager explorers.

General Foods has renewed the contract for the broadcasts and expects to keep the program on the air until the middle of next February, when the Expedition probably will have left Little America for home.


FEATURES
On Transcriptions
Available to Stations and Agencies
*Samples on Request*
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

WHAT DETROIT STATION
is noted for the successful advertising of food products?
WJBK
DETROIT

ANOTHER BEAT!
TRANSRADIO PRESS
FIRST WITH
SAMUEL INSULL ACQUITTAL
Among the Latest to Subscribe to Transradio Service:
WOW Omaha
KOIL Omaha
KFAB Lincoln
WKJC Lancaster, Pa.
A daily volume of 30,000 words, fully authenticated and fresh up-to-the-minute, is available by high-speed printers for stations desiring a complete 24-hour-a-day flash and bulletin coverage. Flash news is also available in units of five, ten and 15-minute programs, with delivery by printer or telegraph out of New York, Chicago and Los Angeles, or by short wave telegraphy.
*WIRE OR WRITE FOR RATES*
TRANSRADIO PRESS SERVICE, INC.
*"Only What is Authentic and Airworthy"*
342 Madison Ave. New York City

**AUTUMN DAYS**
***in Washington***

The world famous parks and drives here are at their best now with beautiful autumn colors and bracing weather. Visit Washington this fall and enjoy your stay more.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

*The*
**HAY-ADAMS HOUSE**
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
**WASHINGTON, D.C.**

# Would Cooperate With Educators

(*Continued from page 22*)

governing broadcast allocations that the Commission has under the existing law ample authority to make such changes, or else should request such authority through amendment of the present law."

Unqualified objection is made to proposals for ear-marking of facilities for non-profit purposes or for assigning, by legislative mandate, specified hours over existing stations for the same purposes. In the case of the former, it is stated that "ear-marking of any facilities for future use would involve a general and complete reallocation, which would in turn involve completely destroying or greatly reducing the facilities of many stations, regardless of the fact that they are now rendering an admittedly meritorious service to the public." As to the second proposal, the brief states it would be against the public interest that the Commission should require each commercial station to set aside a specified amount of time, or specified periods, for any type of service.

"The establishing of such a principle would inevitably impose on the Commission the burden of ruling how and for whom such time should be allocated or used, and this would result in an indirect government censorship similar to that involved in the allocation of other broadcasting facilities on any priority basis. * * * The listening public has conclusively shown that it does not desire more programs of a strictly educational type. There is no indication in the record that any considerable number of non-profit groups are seeking more time than they now have. The record clearly shows that far more time than is now used by such groups is available to them if they want it, and will produce programs of interest to the public and comparable in quality with the average programs now available."

"Unless," continues the brief, "it is seriously proposed to abandon the basic principle of democracy, and adopt a policy of giving the public, not what it wants, but what a small group of government officials or appointees think it ought to have, any governmental effort to deal directly with general program quality or content is bound to result in hopeless confusion and public resentment.

### Some Conclusions

FINALLY, the brief recites the following conclusions:

From a thorough analysis of the record certain definite conclusions can be reached.

1. The facilities for radio broadcasting in the United States are at present definitely limited by physical facts, and are used to approximately their full capacity. No material extension of these facilities through the application of new technical methods seems sufficiently imminent to warrant present consideration. It follows, therefore, that increased broadcasting facilities for any form or type of service can be provided at present only at the expense of services now authorized to use those facilities. This applies whether the term "facilities" is defined as including all the elements of broadcast allocation, or as meaning broadcasting time only.

2. Broadcasting hours and, in a wider sense, broadcasting facilities of any sort, are of little value without an established and maintained audience. It follows that any allocation of facilities which are not used in the service of a considerable and interested audience constitutes a waste of such facilities.

3. Commercial broadcasting service in the United States is designed to give a widely varied program service to the entire population which is able to receive such service. It seeks to give due consideration to the desires of all significant minorities, while at the same time always considering the tastes and wishes of the public as a whole. In carrying out the policy just outlined, commercial broadcasting has cooperated, and has expressed willingness to cooperate still further with many and varied types of non-profit organizations, and in most instances has done so to their complete satisfaction.

4. It is impossible to determine the character or value of a broadcast program merely by its origin or sponsorship, and it is manifest from the record that much of the finest service which broadcasting is rendering to the public in the field of education has been instituted and is now maintained by the broadcasting companies themselves.

5. It is manifest from the record that there has been a steady and progressive improvement in the general quality of radio programs, corresponding to a definite improvement in public taste as a result largely of the opportunities which broadcasting has afforded for the enjoyment of good programs.

6. It is clear that any form of preferential allocation of broadcasting facilities, based either on type of program service or on classification of licensees, would involve the federal government in complex problems of determining program service values, necessitating a considerable degree of indirect but effective government censorship.

7. The record makes it clear that with the rapid and still unpredictable development of radio communication the adoption of any governmental policy which would restrict or hamper such development would be disastrous and that greater stability is universally desired.

8. It is apparent that the test of public interest, convenience, or necessity established by law can be properly applied only on the basis of individual cases, when and as applications for licenses or renewals thereof are submitted.

9. It is clear from the record that the interests of public will best be served by closer and more widespread cooperation between the commercial broadcasters and the many groups primarily concerned with public education in its broadest sense, and that such cooperation should be directed toward the development of more effective methods for the use of broadcasting in the general service of education

## KFKA Changes Setup

OPENING of new remote studios in Fort Colline, Col., Nov. 17 and a reorganization of its staff are announced by KFKA, Greeley, Col., whose managing director, H. E. Green, resigned Nov. 1 to resume the practice of accounting. Howard Bell, band leader and dramatic star, has been promoted from program director to manager. John C. Sweeney, formerly with KIDO, Boise, Iowa, and other western stations, continues as commercial manager, with S. E. DeWitt, as assistant. Crawford Engle, Jr., of Boise, has rejoined the Greeley staff as field and merchandising supervisor, and Herbert E. Albright has been named to the announcing staff.

## Affiliated Net Opening

OPENING of Affiliated Radio Networks, Inc., a regional chain in the Middle West, of which WCFL, Chicago Federation of Labor station will serve as key, is scheduled for Dec. 3, according to word received Nov. 27 by the FCC. A dozen stations in Illinois, Indiana and Wisconsin are listed as identified with the project. WTRC, Elkhart, Ind., on Nov. 27 procured FCC authority to operate during evening hours on Dec 3 "in order to broadcast program featuring opening of Affiliated Radio Networks."

**WCAE Supremacy Proven By List of Accounts**

Acme Beauty Salon
American Oil Company
American Rolling Mill Co.
Max Azen
B. T. Babbitt Co., Inc.
Baume Bengue
Bayer Co., Inc.
Benton & Bowles, Inc.
Better Homes Exhibit
Boggs and Buhl
Boyds
Bristol-Myers Co.
Bulova
Bunte Brothers
Campana Sales Company
Carnation Company
Carter Medicine Co.
Climalene Co.
Cities Service Company
Colgate-Palmolive-Peet Co.
Crazy Water Hotel Co.
R. B. Davis Company
J. Diamond Company
Drake-Kapphan Piano Co.
Ex-Lax, Inc.
Firestone Tire and Rubber Co.
F. W. Fitch Co.
Frank and Seder
French Lick Springs Hotel
Fruit Dispatch Co.
General Foods Corp.
A. C. Gilbert Co.
Gillette Safety Razor Co.
General Mills, Inc.
Gimbel Brothers
Great Atlantic & Pacific Tea Co.
Haller Baking Co.
Harris Store Company
The Hoover Company
Joseph Horne Co.
Independent Wallpaper Co.
Johns-Manville Corp.
S. C. Johnson & Sons, Inc.
Kaufmans
Kraft-Phenix Cheese Corp.
Kroger Grocery and Baking Co.
Lady Esther Co.
W. W. Lawrence & Co.
Lehn & Fink Products Co.
P. Lorillard Co.
R. E. Loughney, Inc.
Luxor, Ltd.
Malted Cereals Co.
Maryland Pharmaceutical Co.
Maybelline Company
May Stern Company
Metropolitan Life Insurance Company
Mohawk Carpet Mills
The Molle Co.
Moonshine Chemical Co.
Natural Gas Company
Norwich Pharmacal Co.
Penn Tobacco Co.
Pepsodent Company
Philip Morris & Co.
Plough, Inc.
Pontiac Motor Co.
Premier Pabst Sales Co.
Procter & Gamble Co.
Ralston Purina Co.
Red Star Yeast & Products Co.
Reymer Bros.
Rival Dog Food
Roosevelt Hotel
Rosenbaum Company
Scott & Bowne
Spear & Co.
Standard Brands, Inc.
Sterling Products
The Studebaker Sales Corporation of America
Swift & Co.
United Drug Co.
U. S. Tobacco Co.
The Texas Co.
Vicks Chemical Co.
R. L. Watkins Co.
Western Clock Co.
Wheatena Corp.
Woman's Home Companion

*Space prevents complete listing*

**WCAE** 1000 Watts — **359 Sixth Avenue, Pittsburgh** FULL TIME BASIC RED NETWORK — **WCAE** 1220 Kc.

**WSGN NEWS!**
**SIX TIMES DAILY**
**At 9 and 11 A. M.**
**1, 3, 6.30 and 8 P. M.**

Transradio short wave service on national and foreign items.

Full time local coverage with E. M. Henderson, Sr., former managing editor, Birmingham News and Age-Herald, and former state manager Associated Press.

Participation at $60 per month, 26 daytime spots; $80 evening time.

**WSGN**
**Selling Birmingham**
FULL TIME
S. A. Cisler, *Manager*

## Revision of Code Rates Pending

(*Continued from page 7*)

ments offered by Mr. Kierman and Mr. Nockels had been voted down. The latter had proposed that the investigation be made by NRA rather than the Code Authority, but Chairman Shepard ruled that the Code itself fixed the responsibility for the investigation upon the Code Authority, and that the amendment therefore was out of order.

On the question of studio admissions, raised originally by the code authorities representing the motion picture and legitimate theatre industries, it was agreed that Mr. Baldwin be authorized to complete his report and to submit it, without recommendation, to NRA. Questionnaires on this matter to determine how seriously, if at all, free studio admissions cut into regular show attendances, were sent out by Mr. Baldwin several months ago, and now are being computed.

An investigation by Executive Officer Baldwin of complaints of part-time stations operating on clear channels against the code provision that they pay the same wages and observe the same hour requirements as full-time stations on such channels, was ordered by the Code Authority. Mr. Baldwin was instructed to report at the next meeting of the board.

Also submitted to NRA by the Code Authority was a proposal for rewriting of the administrative provisions of the code. It would give the Code Authority power to revise methods of raising funds, and to institute legal proceedings for code violations in its own name. Coupled with this was a resolution offered by Mr. Russell, which passed by unanimous vote, asking that the Code Authority apply to NRA for a ruling to require all stations to pay code assessments, even though they may be part of an enterprise which contributes to the financial support of another Code Authority.

The action of Executive Officer Baldwin in exempting seven educational and religious stations from the code provisions was ratified by the Code Authority, and Mr. Baldwin was instructed to reimburse them for any payments made on code assessments. On motion of Mr. Nockels, Mr. Baldwin was authorized to act with Deputy Administrator Farnsworth concerning the formation of such trade practice and labor committees as NRA policies may require.

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WJR, DETROIT, will start H. A. Ripley's "Minute Mysteries" Dec. 4, twice weekly. The program starts at 7:45 p. m., lasts a quarter hour during which clues are given, and is resumed at 9:45. Meantime listeners wire in solutions in competition for a $50 prize and the true solution is dramatized in the final part of the program.


C AND O

BROADCASTING EVERY DAY

*Genuine Air-Conditioning*

CLEAN, FRESH, SPRINGTIME WEATHER ALL YEAR 'ROUND

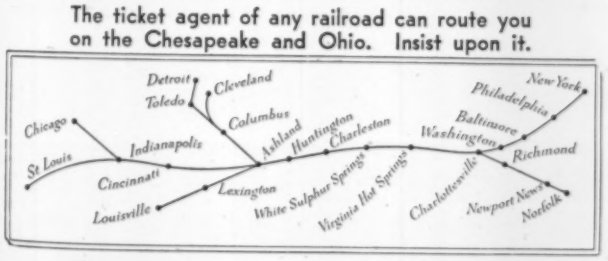
RADIO ON ALL THRU TRAINS

THE GEORGE WASHINGTON

THE SPORTSMAN THE F. F. V.

*The finest fleet of genuinely air-conditioned trains in the world*

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

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I ENCLOSE $.....FOR.....SUBSCRIPTIONS

Signed.....

Address.....

City.....

I AM ATTACHING LIST OF NAMES TO WHOM THESE SUBSCRIPTIONS ARE TO BE DELIVERED.

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION
**(Broadcast Division)**
**NOV. 15 TO NOV. 28, INCLUSIVE**

## Applications . . .

### NOVEMBER 15

NEW, Salt Lake City Broadcasting Co., (Harold Bourell, Chester Gregory, R. M. Dalton, Hutchinson, Kan.)—CP new station 1500 kc 100 w, unltd. Transmitter and studio 501 N. Main St. Hutchinson, Kan.

KFJB, Marshalltown, Iowa—CP install new equip., change from 1200 to 1230 kc, increase power from 100 w & 250 D to 500 w D & N, change hours from specified to unltd.

NEW, KGBX, Inc., Sedalia, Mo.—CP new station 1210 kc 250 w D, 100 w N, unltd.

NEW, Dr. George W. Young, Minneapolis—CP new station 1370 kc 100 w, unltd.

KGDM, Stockton, Cal.—CP new equipment, move transmitter, increase from 250 to 1 kw and time from D to unltd., amended to move transmitter 5 miles present site, and 1 kw D.

KFWB, Hollywood—CP new equip., increase D from 2½ to 5 kw.

KIEM, Eureka, Cal.—CP new equip., increase power from 100 to 500 w, change from 1210 to 1450 kc, move transmitter to McFarland tract outside Eureka.

KOL, Seattle—Modif. CP extend completion date to 11-25-34.

WMPC, Lapeer, Mich.—Modif. license to change hours.

WPFB, Hattiesburg, Miss.—Voluntary assignment license to George T. Bishop.

WKEU, LaGrange, Ga.—CP move transmitter and studio to Griffin Hotel, change hours from specified to D, amended re hours of operation.

WHB, Kansas City—Modif. license increase D power from 500 w to 1 kw.

KWK, St. Louis—CP change equipment, increase D power from 2½ to 5 kw, amended re equipment.

KUJ, Walla Walla, Wash.—CP change equip., change frequency from 1370 to 1340 kc, increase power from 100 w to 1 kw and time from D to unltd., requesting facilities of KFPY, amended to change equip., location of transmitter to County Road & College Ave.

NEW, Richard Field Lewis, Del Monte, Cal.—CP new station 1210 kc, 100 w, unltd., to be considered under Rule 6, amended to change transmitter location to Polo Field House, Del Monte Hotel.

NEW, Helena Broadcasting Co., Helena, Mont.—CP new station 1420 kc, 100 w, unltd., amended location to Montana Life Ins. Bldg., Helena.

APPLICATION RETURNED—WKRC, Cincinnati—Modif. CP as modified to install new equipment and increase power from 500 w & 2½ kw to 1 kw N, 5 kw D. (Transmitter location.)

### NOVEMBER 19

WOV, New York—CP install directional antenna, change from D to unltd., amended to unltd. except hours assigned to WLWL on 1100 kc.

WNBX, Springfield, Vt.—CP change in antenna, change hours D to unltd. 1 kw.

WMFF, Plattsburg, N. Y.—Modif. CP change equip. and extend commencement and completion dates.

WJBK, Detroit—License to cover CP to increase power, change equip.

WSMK, Dayton, O.—Exp. Auth. Unltd. time with KQV amended to change name from Stanley M. Krohn, Jr., to WSMK, Inc.

WJBC, Bloomington, Ill.—License to cover CP to move studio and transmitter, amended re signature.

NEW, H. LeRoy Miller, d/b as The Minneapolis Broadcaster, Minneapolis—CP erect new station 1350 kc, 100 w D, amended to 1370 kc.

WMAQ, New York—Modif. CP extend commencement date to 12-3-34, completion date to 4-4-35.

W6XAI, Bakersfield, Cal.—Modif. CP change type of transmitter.

KFWB, Hollywood—License to cover CP change equipment, increase D from 1 to 2½ kw.

### NOVEMBER 20

W2XR, Long Island City—Modif. license to change name to Scientific Broadcasting Service.

WNAC, Boston—CP change equip., increase from 100 w to 1 kw N, 5 kw D.

WKBZ, Muskegon, Mich.—CP change equip., increase from 100 w to 100 w N, 250 w D.

WSAI, Cincinnati—Modif. license to increase from 1 kw, 2½ kw to 1 kw N, 5 kw D.

KGHI, Little Rock, Ark.—Voluntary assignment license to Arkansas Broadcasting Co., Little Rock.

WFBC, Greenville, S. C.—CP install new equip., increase from 1 kw to 1 kw N, 5 kw D.

NEW, Winger & Thomas, Chattanooga—CP new station 1420 kc, 100 w D, studio at 7th & Market, amended to 1200 kc, unltd.

NEW, Denton Broadcasting Co., Eugene DeBogory owner, Denton, Tex.—CP new station 1420 kc, 100 w D., studio and transmitter local hotel.

NEW, Wm. L. Waltman, Muskogee, Okla.—CP new station 1200 kc, 100 w unltd., studio Hotel Severs, Muskogee, transmitter 5th & Wall, amended change to 1500 kc, unltd.

NEW, Alexandria Broadcasting Co., Inc., Alexandria, La.—CP new station 1370 kc, 100 w N, unltd., transmitter and studio 3rd & DeSoto, amended to 100 w D & N, transmitter at Upper 4th St.

NEW, Evangeline Broadcasting Co., Lafayette, La.—CP new station 1310 kc 100 w, unltd. Studio and transmitter 525 Jefferson St.

KIT, Yakima, Wash.—Voluntary assignment license to Valley Broadcasters, Inc.

NEW, Radio Service Inc., Las Vegas, Nev.—CP new station 1200 kc 100 w, unltd.

### NOVEMBER 23

WNBX, Springfield, Vt.—License to cover CP change equip., increase power.

WNAC, Boston—CP change equip., increase power, amended to change from 1230 to 830 kc, increase N to 5 kw, change location transmitter, asks facilities WHDH.

WGST, Atlanta—Modif. license increase from 500 w, 1 kw LS to 1 kw.

KNOW, Austin, Tex.—Exp. auth, operate 1290 kc, 250 w, change equipment, amended to 1330 kc upon release KTRH.

NEW, Mid-Central Broadcasting Co. (J. E. Davidson, jr., M. M. Smith, J. M. Davidson) Kansas City—CP new station 1370 kc, 100 w unltd., requests facilities KWKC.

NEW, National Battery Broadcasting Co., Minneapolis—CP new station 1370 kc, 100 w, unltd.

KIT, Yakima, Wash.—Modif. CP change transmitter and studio to 6 S. 2d. St.

NEW, Fred L. Packard, A. Rosenberg, Los Angeles—CP new station 1160 kc, 100 w, ltd., amended to 250 w D.

KLZ, Denver—Modif. CP extend commencement date to 12-1-34, completion to 4-1-35.

WOC, Davenport, Ia.—Modif. CP change equip. (formerly KICK). License to cover CP as modified.

NEW, George B. Bairey, Valley City, N. D.—CP new station 1310 kc, 100 w, unltd.

APPLICATIONS RETURNED: NEW, G. L. Burns, Brady, Tex., CP new station 1500 kc, 100 w, unltd.; KFJB, Marshalltown, Ia., Modif. license to change from 1200 to 1230 kc, increase from 100 w, 250 w LS to 500 w, change hours from specified to unltd.

### NOVEMBER 26

WSAR, Fall River, Mass.—CP change equip., increase from 250 w to 1 kw.

WPRO, Providence, R. I.—Extension exp. auth. to use 630 kc, 250 w, to 6-1-35.

WHDL, Olean, N. Y.—License to cover CP move transmitter and studio, change equip.

WSIX, Springfield, Tenn.—Cp move transmitter to Nashville and studio to Andrew Jackson Hotel, Nashville.

NEW, Wilton E. Hall, Anderson, S. C.—CP new station 1200 kc, 100 w N, 250 LS, unltd., amended to 100 w D and N.

NEW, F. N. Pierce, Taylor, Tex.—CP new station 1310 kc, 100 w, unltd., amended to D.

KLUF, Galveston, Tex.—Extension exp. auth. increase from 100 w. to 100 w N, 250 LS to 7-1-35.

WWL, New Orleans—CP install new equip., increase from 10 to 50 kw, change hours from specified to unltd.

NEW, Palestine Broadcasting Assn. (John C. Welch, Wm. M. Keller, Bonner Frazzelle), Palestine, Tex.—CP new station 1420 kc, 100 w, specified hours, studio 315 W. Spring St., trans. 1 mi. east Palestine.

NEW, A. Garfield Tubbs, Pampa, Tex.—CP new station 940 kc, 1 kw, unltd, at 354 Foster Ave.

WTRC, Elkhart, Ind.—License to cover CP new equip.

WDZ, Tuscola, Ill.—CP change equipment, increase 100 to 250 w, amended from 1070 kc to 1020 kc when KYW moves to Philadelphia.

NEW, Harold Rieth, Goshen, Ind.—CP new experimental station.

KWTO, Springfield, Mo.—CP new equipment, increase 1 to 5 kw D.

NEW, Black Hills Broadcast Co., Rapid City, S. D.—CP new station 1370 kc, 100 w, unltd., studio Alex Johnson Hotel, transmitter, Rapid Creek.

NEW, Mississippi Valley Broadcasting Co., Inc.—East St. Louis, Ill.—CP new station 1500 kc, 100 w N, 250 w LS, amended to change equipment and D power from 250 to 100 w.

KFXD, Napa, Idaho—CP change equipment, increase D from 100 to 250 w.

NEW, Peninsula Daily Herald Co., Monterey, Cal.—CP new station 820 kc, 100 w, D, transmitter and studio Pearl & Washington Sts.

### NOVEMBER 28

WPHR, Petersburg, Va.—Modif. CP, transmitter location to be Franklin & Adams Sts.

WKRC, Cincinnati—Modif. CP install new equip., increase from 500 w, N, 2½ kw LS to 1 kw N, 5 kw LS.

WGAR, Cleveland—Exp. auth. increase from 500 w N, 1 kw LS to 1 kw to 5-1-35.

WBEO, Marquette, Mich.—Modif. license to change hours.

WIS, Columbia, S. C.—Modif. CP change equip., increase from 2½ to 5 kw D.

KGKY, Scottsbluff, Neb.—CP new equip., increase from 100 w to 100 w N, 250 w LS.

WMBD, Peoria, Ill.—Modif. license from 1440 to 1410 kc and hours from sharing WTAD to unltd., requests facilities WHBL and WROK.

KGVO, Missoula, Mont.—CP new equip., change from 1200 to 1260 kc, increase from 100 w to 1 kw, amended to change location transmitter.

KSEI, Pocatello, Idaho—License to cover CP move studio and transmitter.

KOOS, Marshfield, Ore.—Modif. CP change from 1200 to 1260 kc.

APPLICATIONS RETURNED: WRAK, Williamsport, Pa., license to cover CP move transmitter, install new equip., increase power; KFBB, Great Falls, Mont., CP change equipment, increase from 1 kw, 2½ kw KS to 1 kw N, 5 kw KS, move studio; WIBG, Glenside, Pa., CP install new equip., move transmitter, increase power, change hours; KOIL, Council Bluffs, Ia., license to cover CP as modified to install new equip., increase power; NEW, CP erect new station 1070 kc, 100 w D, studio and transmitter 4313 E. Gage St.

## Decisions . . .

### NOVEMBER 20

WHBF, Rock Island, Ill.—Granted CP change equip., increase D 100 to 250 w.

WHBY, Green Bay, Wis.—Granted CP install new equip., increase D 100 to 250 w.

WJBO, Baton Rouge, La.—Granted modif. CP extend completion date to Feb. 1.

KOL, Seattle, Wash.—Granted modif. CP extend completion date to Dec. 25.

WTAR, Norfolk—Granted modif. to increase from 500 w to 1 kw D.

KVOA, Tucson, Ariz.—Granted modif. to change from specified to unltd. hours.

WDSU, New Orleans—Granted voluntary assignment license to WDSU, Inc.

WAGF, Dothan, Ala.—Granted exp. auth. operate LS to 6:30 until Jan. 1.

SET FOR HEARING—NEW, Jackson D. Magenau, Erie, Pa., CP new station 1370 kc 100 w unltd.; NEW, John G. Curtis, Erie, Pa., CP new station 1370 kc 100 w unltd.; NEW, F. L. Whitesell, Forty Fort, Pa., CP 930 kc, 500 w D; NEW, E. B. Gish (Gish Radio Service) Abilene, Tex., CP 1420 kc 100 w unltd.; WIL, St. Louis, CP change equip., change from 1200 to 1250 kc, increase from 100 N, 250 LS to 250 N, 500 LS; NEW, J. C. & E. W. Lee (Riverside Broadcasting Co.) Riverside, Cal., CP 820 kc 100 w. ltd.; NEW, Radio Service, Inc., Redlands, Cal., CP 820 kc, 100 w, D; WOKO, Albany, N. Y., modif. license from 500 w to 1 kw; WHEC, Rochester, N. Y., modif. from 500 w to 1 kw N; WBNS, Columbus, O., modif. from 500 w to 1 kw N; WHAZ, Troy, N. Y., modif. from 500 w to 1 kw; WKAR, East Lansing, Mich., modif. from 1040 to 950 kc, and specified D to D except specified Sat. & Sun. 500 w N (licensed 1040 kc, 1 kw SH daytime); WGAR, Cleveland, modif. from 1450 to 560 kc, increase from 500 w to 1 kw N, requesting facilities of WIND; KSCJ, Sioux City, Iowa, modif. from 1330 to 1290 kc, hours from simul. D with WTAQ and specified N, to unltd.; KONO, San Antonio, modif. from specified to unltd.; KCDM, Stockton, Cal., modif. from D to specified; WSOC, Charlotte, N. C., temp. auth. change from 1210 to 880 kc, increase from 100 to 250 w N.

MISCELLANEOUS—WMCA, New York, & WSYR, Syracuse, denied petition to reconsider and grant WMCA applic. for increase from 500 w to 1 kw and WSYR applic. to increase from 250 to 500 w, install new equip. and move transmitter; NEW, Montana Broadcasting Co., Helena, denied petition reconsider and grant applic. 1420 kc, 100 w specified; WTMJ, Milwaukee, denied petition to reconsider applic. to increase N from 1 to 5 kw (applic. to increase from 2½ to 5 kw D granted Oct. 30); WCSH, Portland, Me., denied petition to reconsider and grant applic, to increase from 2½ to 5 kw D; KVOD, Denver, denied petition to reconsider and grant applic. to increase from 500 w to 1 kw D; WACO, Waco, Tex., reconsidered and granted without hearing applic. to increase from specified to unltd.; KECA, Los Angeles, reconsidered and granted applic. to increase from 2½ to 5 kw D; KRKD, Los Angeles, reconsidered and granted applic. to increase from 500 w to 2½ kw, dismissed applic, to increase to 1 kw N; WLLH, Lowell, Mass., reconsidered and granted applic. to increase from specified to unltd.; KPRC, Houston, Tex., reconsidered and granted applic. to increase from 2½ to 5 kw D and applic. to increase N to remain in docket; KDYL, Salt Lake City, granted auth. to intervene in applic. Utah Radio Educational Society for new station at Salt Lake City 1450 kc, 1 kw unltd.; NEW, Portland Brdcstg. System, Inc., Portland, Me., granted petition to intervene in hearing on applic. WCSH for modif. license to increase to 5 kw D; W. J. Reynolds, Jr., Selma, Ala., granted request to take depositions in No. 2604 Dec. 6; J. D. Kolesar, Stockton, Cal., granted auth. to take depositions applic. of Norman F. Storm, Dec. 11; NEW, Abraham Shapiro, Astoria, Ore., redesignated for hearing amended applic. new station 1370 kc, 100 w, specified, to be heard with applic. of KSLM for unltd. time on same frequency; W8XO, Nr. Mason, O., granted renewal exp. license; WTOM, Minneapolis, CP asking auth. to change transmitter to Richfield, and change antenna, heretofore granted, returned to files at applicant's request.

RATIFICATIONS—WDRC, Hartford, Conn., granted extension test period 30 days (action taken Nov. 10); WTAR, Norfolk, granted extension test period 30 days (action taken Nov. 13); WARD, Long Island City, WVFW, Brooklyn, and WLTH, Brooklyn, designated for hearing voluntary assignment license applic. for assignment to Broadcasters of Brooklyn, Inc. (action taken Nov. 13); KTRH, Houston, Tex., granted temp. auth. operate on 1 kw N, 2½ kw D, 1290 kc, for 30 days (action taken Nov. 17).

FINAL ORDERS ENTERED—Denied applic. WWSW, Pittsburgh, CP move transmitter, change equip. change from 1500 to 890 kc, increase from 100 w, 250 w LS to 250 w, 500 w LS, unltd.; granted applic. WMMN, Fairmont, W. Va., renewal of license.

## Decisions . . . *(Continued)*

### NOVEMBER 27

WKEU, La Grange, Ga.—Granted CP move transmitter and studio to Griffin, Ga., change hours from specified to D on 1500 kc 100 w.

NEW, W. Wright Esch, Daytona Beach, Fla.—Granted CP new station 1420 kc 100 w unltd.

WNAC, Boston—Granted license for CP authorizing increase from 1 to 2½ kw D 1230 kc 1 kw N.

WOL, Washington—Granted modif. CP extend completion date to 1-15-35.

WADC, Tallmadge, O.—Granted modif. CP change equip. extend completion date to 1-10-35.

WAMC, Anniston, Ala.—Granted modif. CP approving transmitter site at 10th & Anniston St., change equip., extend commencement date to at once, completion date to 45 days hereafter.

KXYZ, Houston, Tex.—Granted license exp. auth additional power of 250 watts, change equip.

WSAN, Allentown, Pa.—Granted, exp. auth. 60 days increase from 250 to 500 w 1440 kc, sharing with WCBA.

WCBA, Allentown, Pa.—Granted spec. auth. increase from 250 to 500 w for 60 days.

WEDC, Chicago—Granted renewal license temp. subject to applic. for renewal.

NEW, Bamberger Broadcasting Service, Inc., Newark—Granted exp. CP 31600, 35600, 38600, 41000 kc, 1000 w, special and facsimile.

SET FOR HEARING—WHOM, Jersey City, CP move transmitter to Hoboken, change equipment; NEW, Community Broadcasting Co., Toledo, O., CP 1200 kc, 100 w D; NEW, Lake Region Broadcasting Co., Lakeland, Fla., CP 1310 kc 100 w unltd.; WTAR, Norfolk, Va., modif. license to increase from 500 w to 1 kw; WBNO, New Orleans, consent to voluntary assign. license to Edward R. Musso; WBHS, Huntsville, Ala., renewal of license 1200 kc 100 w shares WFBC-WBHS 6/7 time; WROL, Knoxville, Tenn., CP change equip. increase D 100 eo 250 w.

ORAL ARGUMENT GRANTED—Applic. of KTAR, Phoenix, Ariz., to increase 500 w to 1 kw N.

MISCELLANEOUS—WJJD, Chicago, applic. modif. license set for hearing Dec. 3 continued, new date to be fixed when WOV applic. will be heard; WBBM, Chicago, hearing on CP applic. continued; WBBR, Brooklyn, denied petition to continue for 90 days hearing on applic. for renewal, set for Dec. 3; WARD and WVFW, Brooklyn, denied petition for modif.: order remanding Brooklyn cases for further hearing; WNBO, Silver Haven, Pa., denied request to continue hearing scheduled Dec. 3 at Washington, Pa.; KTUL, Tulsa, Okla., Commission reconsidered action designating applic. for hearing and granted applic. on experimental basis for 60 days; NEW, Carolina Radio, Inc., Anderson, S. C., CP new station 1200 kc 100 w N 250 w LS unltd. heretofore set for hearing dismissed at applicant's request.

RENEWAL OF LICENSES—WLAC, Nashville, Tenn., granted renewal license to 5-1-35; WBAX, Wilkes-Barre, Pa., granted temporary renewal license subject to action on pending applic. for renewal and applic. for modif. of license now pending; WKOK, Sunbury, Pa., granted temporary renewal license subject to action on pending applic. for renewal as well as any applic. affecting station; WNBO, Silver Haven, Pa., granted temporary renewal subject to action on pending applic.; WIBG, Glenside, Pa., license extended two months from Dec. 1 subject to action on pending applic.; KGVO, Missoula, Mont., license extended three months from Dec. 1 subject to action on pending applic.; WABI, Bangor, Me., WBRL, Red Bank, N. J., and WIP, Philadelphia, same as KGVO action; WJBW, New Orleans, granted temporary renewal subject action on renewal applic. which was designated for hearing; WBNO, New Orleans, KVOS, Bellingham, Wash., same as WJBW action; WOCL, Jamestown, N. Y., granted temporary renewal subject action pending applic.; WIP, Philadelphia, spec. auth. increase 1 kw exp, extended pending further consideration to 3-1-35.

SPECIAL AUTHORIZATION GRANTED—WMBC, Richmond, Va., granted temp. auth. use 100 w aux transmitter during rebuilding, to 2-11-35; WISN, Milwaukee, granted temp. auth. use main transmitter as auxiliary with 250 w to 4-1-35; KFJB, Marshalltown, Ia., granted temp. auth. operate specified hours to 12-31-34; WJEJ, Hagerstown, Md., granted extension temp. auth. operate specified hours 30 days after Dec. 1; KGY, Olympia, Wash., granted extension temp. auth. change specified hours to 6-1-35; WSMK, Dayton, O., granted extension temp. auth. operate simultaneously with KQV to 12-31-34; WDBO, Orlando, Fla., granted extension temp. auth. additional power of 750 w N 12-3-34 to 1-1-35; WTRC, Elkhart, Ind., granted temp. auth. operate simultaneously with WKBG 7:30 p. m. to midnight CST Dec. 3 to broadcast opening of Affiliated Radio Networks; W9XK, Iowa City, general renewal exp. visual license to 5-1-135; WFI, Philadelphia, granted extension temp. auth. 560 kc 1 kw sharing with WLIT 11-29-34 to 12-28-34; WLIT, Philadelphia, same, sharing with WFI; KSD, St. Louis, granted modif. temp. e p. auth. extending time to obtain survey data to 1-22-35.


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## WGAR Foreign Series Has Score of Sponsors

WITH 300,000 persons either foreign-born or foreign origin in and around Cleveland, WGAR, of that city, has started a series of six half-hour programs, daily except Saturday, and a score of sponsors will participate.

Special programs have been designed for different nationalities as the result of research into general preferences of each group. Foreign announcers will be used. A Bohemian program has been presented for some time, with favorable listener and sponsor reaction.

Another new WGAR feature is the "Skip and Happiana" series, half-hour novelty programs nightly, starting Dec. 1. A number of sponsors have been signed.

NEW YORK broadcasting officials are helping the Musicians Emergency Aid in its campaign to raise $400,000 for needy musicians, the radio committee assuming a quota of $100,000 in the drive. Plans were drawn for concerts, with leading artists participating.


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Manufacturers, service men and experimenters . . . send for this new, informative, illustrated book that gives valuable control data on Public Address Systems, Broadcasting and Recording. Write for your free copy today.

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## CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

### Help Wanted

Salesman for local station, small city. Good opportunity, no competition. Box 248, BROADCASTING.

Commercial manager local station, small place. Box 249, BROADCASTING.

Experienced commercial man with small capital to invest who can build up station in new field. Box 250, BROADCASTING.

### Situations Wanted

Engineer desires to better his position by connecting with growing station. Experienced in all phases of broadcast engineering, including design and construction of high quality composite transmitting and speech equipment. Familiar all Western Electric equipment from 100 to 5,000 watts. Age 31. Best references. Box 244, BROADCASTING.

Young woman with several years experience in radio desires position as private secretary; experienced in all branches of radio including technical, commercial and hostess; excellent references. Box 243, BROADCASTING.

Experienced announcer, entertainer—at liberty. Just concluded five-year engagement at CBS affiliate. Locate anywhere. Box 245, BROADCASTING.

### Wanted to Buy

250-500 watt, to operate 550 end of broadcast band. Box 246, BROADCASTING.


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—who is satisfied with nothing less than perfect transmission and who, to achieve this enviable result, will place the operation of his station in the hands of one of the finest Technical Directors in the East.

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**R. W. BIXBY, Inc.**
443 Delaware Avenue
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*(Intermediaries in High Grade Positions)*


## The Other Fellow's Viewpoint . . .

### Getting Business

To the Editor of BROADCASTING:

. . . A firm foundation and logical adaptation of sound advertising principles is the "result-getter," we feel, for the independent stations throughout the United States. We ask our advertisers to invest their money in advertising, and through numerous original merchandising ideas we obtain results for them not exceeded by any other media with a dollar for dollar expenditure of money. To a great extent, we have eliminated dissatisfaction and cancellation of contracts, due to this same standard advertising formula. Our renewal contracts have increased within the past six months.

The bringing of a return to every satisfied advertiser is accomplished only by hard work and adaptation of merchandising principles to the advertising of the particular client. Our salesmen are requested not to attempt selling an advertiser on the first approach, but to find out the objective of the advertiser, the details of his business and his method of distribution. After this information has been acquired, an advertising campaign is formulated, reaching different types of listening audiences the advertiser is interested in as consumers of his merchandise.

WAIU adapts a program to his particular business. We inject merchandising to assure him of a direct pull. We insist on checking with the advertiser weekly to find out exactly what results he is obtaining for his expenditure with our organization. One advertiser reports that by using this method of advertising an 83 per cent gain shows over the same month of last year, and this organization further states that the gain is due to coming back on WAIU with a 15-minute daily broadcast. Other advertisers are reporting a like gain in percentage in different lines of business. For the first time in two years WAIU is receiving calls daily from advertisers expressing a desire to invest in radio advertising.

If all station managements would take their work to heart, forget the personal gain and revenues and work with their advertisers, securing results for them, material gain and accumulation of money as profit will take care of itself. Such a procedure would guarantee prominence in each community and result in a tremendous profit-showing for the organization following such a course.

H. H. HOESSLY,
*General Manager, WAIU,*
Nov. 21, 1934 *Columbus, O.*

### Cold Tablet Spots

BEAUMONT LABORATORIES, St. Louis (Beaumont 4-Way Cold Tablets), on Oct. 22 started a series of 312 one-minute WBS transcription announcements on WOOD - WASH, Grand Rapids, Mich.; WMBD, Peoria, Ill., and CKLW, Detroit-Windsor. Spot is carried twice daily for 26 weeks, the campaign extending to April 20, 1935. H. W. Kastor & Sons Co., Inc., Chicago, handles the account.

AUTHORITY to install a new 100-watt station to operate on 1420 kc. with 100 watts at Daytona Beach, Fla., was granted W. Wright Esch of that city by the FCC Nov. 27. Action was taken without a hearing.

KONJOLA, Inc., Port Chester, N. Y., (laxatives) is planning to add WLS, Chicago, to its "Nothing but the Truth" program, now on WBBM, Chicago, seven times weekly, and is considering a program on ABS.


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Microphones, meters, broadcasting equipment, electronic devices, instruments—repaired promptly. Low prices. Estimates on request. We are designers, engineers and manufacturers of Sound and Communications Equipment; Carbon and Condenser Microphones; Amplifiers; Sound Distribution and Calling Systems; Carrier Telephone Equipment; Radio Transmitting Accessories; Special Multirange and High Voltage Meters and Electrical Testing Equipment. Consulting Electrical and Radio Engineers.

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2210 KINZIE ST. CHICAGO, ILL.



Will pay cash for standard 50 or 100 watt W.E. or R.C.A. Broadcast Transmitter with or without power supplies and microphone equipment. Send full details at once to

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RCA

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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*Commercial Department*
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.


## Two Stations in Chicago Combing Amateur Talent

CONTESTS designed to unearth radio material from ranks of the amateurs are being conducted simultaneously by two Chicago stations. WGN, in conjunction with the Phillips Petroleum Company, Bartlesville, Okla., is distributing audition blanks through the Phillips filling stations throughout the Chicago area. The station reports that approximately 50,000 blanks were called for during the last two weeks of November.

The Phillips plan is more properly an audition than a contest, inasmuch as no winners are chosen, no prizes awarded and no compensation given. The sponsor is conducting a series of "amateur night" programs, and from the applicants the most likely will be chosen for broadcasts.

WBBM has offered the winner of its contest a 13-week contract at $100 per week. The contest is limited to girl singers who have not previously received remuneration for radio work on the air. Announcements and blanks are being distributed among schools, churches and large industrial companies.

A MEETING of the NAB board of directors will be held in New York Dec. 11 and 12, at the St. Regis Hotel.

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# Cleveland Dealers Prefer RADIO

Seventy-two grocers, druggists, and gasoline dealers in Cleveland were interviewed during a recent nationwide survey made by the Psychological Corporation. Of these, 61% said they found radio the best selling medium for nationally advertised products. The next highest medium received the vote of only 22% of the dealers.

And advertisers prefer WTAM! This 50,000 watt NBC station is daily ringing up sales for Cleveland dealers. Use WTAM to help move your product off dealers' shelves in Northern Ohio markets. Daytime rates are low and there's a large "class" market of active buyers available.

# WTAM

## CLEVELAND
## 50,000 WATTS

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A RADIO CORPORATION OF AMERICA SUBSIDIARY

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SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
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